

Orbital Tracking Corp. Launches Online Retail Operations in Japan With New Storefront on Amazon Japan

Japanese Expansion Represents Continuation of Company's Global Growth Plan

AVENTURA, FL -- (Marketwired) -- 02/16/16 -- Orbital Tracking Corp., (OTCQB: TRKK) (the "Company"), announced today that it has launched its online retail operations in Japan, its first in Asia, through an online storefront on Amazon Japan. The new Japanese website is the latest addition to the Company's growing global online sales footprint which now includes the UK, North America, Germany, France, Spain and Italy, and is an important launching point for the Company's expected launch into China later in 2016.

"Expansion into Asia, starting with Japan, is a major element in management's strategic growth plan for Orbital Tracking as we continue to build one of the world's largest online distribution networks focused on Mobile Satellite Solutions," said David Phipps, Chief Executive Officer of Orbital Tracking Corp.

Mobile Satellite Solutions ("MSS") products are especially of interest to Japanese inhabitants because of the country's exposure to a number of storms and natural disasters including tsunamis, floods, typhoons, earthquakes, and volcanic eruptions, all of which can interrupt terrestrial-based communication systems. According to data and research published by Amazon and McKinsey, Amazon's market share of online product sales in Japan is estimated to be US\$7.6bn with 48m unique visitors each month. 62% of online shoppers in Japan visit Amazon.jp which is Japan's second largest online retailer. Overall, E-commerce sales are expected to reach US\$62 billion by 2016.

Phipps added, "Over the past year, Orbital Tracking Corp. through its subsidiaries, has demonstrated strong growth driven by increasing global demand for real time communications and location tracking products sourced from the world's leading manufacturers. Building upon our successful launch on Amazon Japan, we fully intend to capitalize on our continued momentum through the introduction of new MSS products and our entry into additional regional markets in 2016 targeting new consumers, businesses and government users."

About Orbital Tracking Corp.

Orbital Tracking Corp. provides satellite based tracking, services as well as mobile voice and data communications services globally via satellite to the commercial and government users. Orbital specializes in services related to the Globalstar satellite constellation, including ground station construction, simplex tracking services and satellite telecommunications voice airtime. Orbital operates various e-commerce retail and tracking portals where users

around the world can purchase satellite hardware and track assets in real-time on mobile devices or PCs. For more information regarding Orbital, please visit www.OrbitalTracking.com.

Forward-Looking Statements

Certain statements in this release constitute forward-looking statements. These statements include the capabilities and success of the Company's business and any of its products, services or solutions. The words "believe," "forecast," "project," "intend," "expect," "plan," "should," "would," and similar expressions and all statements, which are not historical facts, are intended to identify forward-looking statements. These forward-looking statements involve and are subject to known and unknown risks, uncertainties and other factors, any of which could cause the Company to not achieve some or all of its goals or the Company's previously reported actual results, performance (finance or operating) to change or differ from future results, performance (financing and operating) or achievements, including those expressed or implied by such forward-looking statements. More detailed information about the Company and the risk factors that may affect the realization of forward-looking statements is set forth in the Company's filings with the SEC, copies of which may be obtained from the SEC's website at www.sec.gov. The Company assumes no, and hereby disclaims any, obligation to update the forward-looking statements contained in this press release.

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