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Starco Brands Announces Global Partnership With Deutsch

Advertising Giant to Become Agency of Record, as Partnership Includes Equity

SANTA MONICA, Calif., April 19, 2018 (GLOBE NEWSWIRE) -- Starco Brands (OTC:STCB) today announced it has entered into a strategic partnership with Deutsch, a creative agency owned by Interpublic Group (NYSE:IPG), to serve as Starco Brands' marketing agency of record. In addition, Deutsch has become a significant shareholder in Starco Brands, underscoring the agency's commitment to and confidence in, its disruptive products, technologies and business model.

"Deutsch is one of the top creative agencies in the world, and brings Starco Brands a wealth of expertise, creativity and resources impossible for us or our competition to replicate," said Ross Sklar, CEO of Starco Brands. "We are fortunate to have a partner that has helped build some of the most valuable brands in the world, including Volkswagen, Target, Taco Bell, Dr Pepper, Zillow and Uber. Deutsch will inject its muscle into growing our brands, and as one of our shareholders, it will share in the rewards."

In this partnership, Deutsch will execute 360-degree marketing campaigns for Starco Brands' roster of products from concept and ideation to production and execution. The agency's integrated approach to strategy, research, design, creative, media planning and production will enable Starco Brands to provide its retail partners with a world-class level of pull-through support that is traditionally unavailable to early stage brands. The unique partnership provides a one-stop solution for launching new brands, and will give Starco Brands an immeasurable advantage in the marketplace.

"Starco Brands is one of the most exciting opportunities we've embarked on," said Mike Sheldon, North American Chairman & CEO of Deutsch. "With a roster of ground-breaking new CPG products across a number of categories, we will help build a premier consumer products company for the 21st century. The idea of an agency creating its own products is not a new one. The problem is that agencies usually underestimate the difficulties with manufacturing, sales, distribution, retail and the like. By partnering with an established company like Starco, all of that is taken care of. Plus it's kind of cool acting as both client and agency."

Deutsch was instrumental in launching Breathe™, an environmentally safe line of household cleaning products and Starco Brands' first disruptive product line last year. From designing, managing and translating market studies and focus groups, to accessing and utilizing data, to packaging design and the development of marketing materials, Deutsch brought a world-class level of expertise that allowed Starco Brands to position their new technology in a best-in-class manner.

About Starco Brands
Starco Brands, born out of The Starco Group, is an innovative consumer packaged goods company focused on technological innovation that changes the current landscape. Starco Brands invents cutting edge products that change our behavior. Starco Brands develops products across 10 different categories including: Household Cleaning, Personal Care, Food, Beverage & Spirits, DIY Hardware and Arts & Crafts. For more information about the Breathe product line, please visit www.breathecleaning.com. For more information about Starco Brands, please visit www.starcobrands.com.

About The Starco Group
The Starco Group was founded in 2010 by Ross Sklar and today is a large-scale and highly diversified manufacturer of a wide range of consumer products, including household cleaning, air care, DIY hardware, arts & crafts, personal care, OTC's, food, beverage and spirits. For more information, visit www.thestarcogroup.com.

About Deutsch
Deutsch is an advertising, design and digital agency known for its award-winning creative campaigns. Integrated practices include creative advertising, media planning and buying, all aspects of digital marketing including ecommerce and mobile, multicultural marketing, public relations, social media, branded entertainment, music, and experiential marketing. Deutsch's clients include Volkswagen, Taco Bell, Target, Dr Pepper, Canada Dry, Snapple, Green Giant, Johnson & Johnson, PNC Bank and Georgia-Pacific, among others. Deutsch has been named one of the most innovative companies in advertising by Fast Company and has regularly appeared on *Advertising Age*'s Agency A-List. For more information, visit www.deutsch.com.

Cautionary Note on Forward-Looking Statements
This press release may include forward-looking information and statements within the meaning of federal securities laws. Except for historical information contained in this release, statements in this release may constitute forward-looking statements regarding assumptions, projections, expectations, targets, intentions or beliefs about future events. Statements containing the words "may," "could," "would," "should," "believe," "expect," "anticipate," "plan," "estimate," "target," "project," "intend" and similar expressions constitute forward-looking statements. Forward-looking statements involve known and unknown risks and uncertainties, which could cause actual results to differ materially from those contained in any forward-looking statement. Forward-looking statements are based on management's current belief, as well as assumptions made by, and information currently available to, management.

While the Company believes that its expectations are based upon reasonable assumptions, there can be no assurances that its goals and strategy will be realized. Numerous factors, including risks and uncertainties, may affect actual results and may cause results to differ materially from those expressed in forward-looking statements made by the Company or on its behalf. Some of these factors include, but are not limited to, risks related to the Company's liquidity, the substantial uncertainties inherent in the acceptance of existing and future products, the difficulty of commercializing and protecting new technology, the impact of competitive products and pricing, general business and economic conditions, risks associated with the expansion of our business including the implementation of any businesses we acquire, factors discussed in our public filings, including the risk factors

included in the Company's most recent Annual Report on Form 10-K, Quarterly Report on Form 10-Q and other periodic reports. Except as required by applicable law, including the securities laws of the United States and the rules and regulations of the Securities and Exchange Commission, the Company is under no obligation to publicly update or revise any forward-looking statement after the date of this release whether as a result of new information, future developments or otherwise.

CONTACT:

CONSUMER/TRADE PRESS
Starco Brands
Lisa Becker
888.816.1161
lisa@starcobrands.com

INVESTORS/FINANCIAL PRESS
Liolios
Sean McGowan
949.574.3860
smcgowan@liolios.com

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