June 14, 2018

Breathe™ – Award Winning Household Aerosol Cleaning Line – Continues to Expand Distribution

Additional Stores in United Natural Foods' Network Now Carry Starco Brands' Environmentally-Friendly Line of Household Cleaning Products

SANTA MONICA, Calif., June 14, 2018 (GLOBE NEWSWIRE) -- Starco Brands (OTC:STCB) announced today that distribution of Breathe™, its unique and award-winning line of EPA Safer Choice approved household cleaners continues to expand significantly through the UNFI (Nasdaq:UNFI) distribution network. These non-toxic household cleaning products are the first aerosol cleaners ever certified by the EPA's Safer Choice program, which means it is safer for people, pets and the environment.

"Robust momentum continues to build behind Breathe, and our partnership with UNFI and Walmart is contributing to this growth," said Ross Sklar, CEO of Starco Brands. "In just the last two months, we have seen a nearly 40% increase in the number of regional chains and independents carrying the line, and many more are in review. Consumers can find Breathe in UNFI-supplied stores from New England down to Florida, and as far West as Minnesota. With the addition of Walmart and Amazon, Breathe has now become a truly national brand in under one year."

Powered by air using BreatheSafe™ technology, the Breathe cleaning line uses eco-friendly ingredients and does not produce harmful fumes, giving consumers peace of mind that cleaning with these aerosols is safe and effective. Since its introduction in late 2017, the product has become a National Parenting Product Awards (NAPPA) winner, Mom's Choice Awards Silver Recipient and earned a *Clean Eating* magazine Clean Choice Award.

Breathe's product benefits include:

- EPA's Safer Choice Program certified – Only aerosol cleaning line ever to be certified globally by EPA's Safer Choice Program;
- Efficacy – Industrial strength formulas proven to be as effective as the national brands, as certified by an independent, third party research lab;
- Performance – pressure of aerosol spray penetrates deeper into a surface than trigger sprays;
- Efficiency – aerosols provide significantly more coverage compared to trigger sprays;
- Multi-Category – First multi-category household aerosol cleaning line powered by air with BreatheSafe™ Technology;
- Value – Breathe is competitively priced compared to national branded cleaning products.

Jim Leonardi, Chief Sales Officer for Starco Brands, added, "Breathe's success is getting

recognized by a growing number of retailers, because it resonates with consumers looking for safe, effective, environmentally sensitive products. We look forward to the continued expansion of this brand."

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 United Natural Foods

United Natural Foods, Inc. carries and distributes more than 110,000 products to more than 43,000 customer locations throughout the United States and Canada. United Natural Foods serves a wide variety of sales channels including conventional supermarket chains, natural product superstores, independent retailers, eCommerce and food service. In 2017, United Natural Foods, Inc. was named in the "Management Top 250" list by the Wall Street Journal as one of the most effectively managed U.S. companies. For more information on United Natural Foods, Inc., visit the Company's website at www.unfi.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

STARCO BRANDS

Source: Starco Brands