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Starco Brands Signs National Licensing Agreement with Betterbilt Chemicals

Iconic, 48-year-old DIY Brand Becomes Part of Starco Brands' Lineup

SANTA MONICA, Calif., June 21, 2018 (GLOBE NEWSWIRE) -- Starco Brands (OTC:STCB) announced that it has signed a ten-year national licensing agreement with Betterbilt Chemicals to market the full line of Betterbilt's plumbing products, coatings and other aerosol products.

"Adding Betterbilt is a logical next step in Starco Brands' expansion," said Ross Sklar, CEO of Starco Brands, "Betterbilt has long offered a host of behavior-changing DIY products for multiple consumer markets. The addition of Betterbilt to Starco Brands gives the company a significant new revenue source and gives Betterbilt access to the Starco Brands marketing team."

Betterbilt Chemicals (a division of The Starco Group) was established in 1970 and has long been recognized for its leading DIY products and plumbing chemicals sold through the professional plumbing community as well as big box and hardware retail. Betterbilt delivers to the "Pro DIY'er" some of the most efficacious plumbing chemicals on the retail market today.

Mr. Sklar added, "Starco Brands is thrilled to take the Betterbilt brand to the next level and expand on the platform that Betterbilt has created over the last 40 years. With existing distribution to Walmart, Menards and other DIY retailers, Starco Brands believes the Betterbilt brand, product line and opportunity for line extension suits Starco Brands overall core competencies and mission extremely well."

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.

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.

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