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Starco Brands Partners with iServe

4th Largest Amazon Reseller Will Manage eCommerce Sales for Starco Brands

SANTA MONICA, Calif., Oct. 29, 2018 (GLOBE NEWSWIRE) -- Starco Brands (OTC: STCB), a creator of innovative and disruptive consumer products, announced it has partnered with iServe, one of the world's largest leading growth intelligence organizations for ecommerce. iServe is the fourth largest reseller of products on Amazon.com. iServe will manage all marketing, sales and fulfillment for all of Starco Brands' online product sales including third party ecommerce sites.

"We are thrilled to make iServe our ecommerce partner for ecommerce sales," said Ross Sklar, CEO of Starco Brands. "The range of services that iServe provides and their proven success makes them an ideal partner for several of our disruptive brands."

iServe will manage several Starco Brands, including:

- Breathe™, the only EPA Safer Choice approved and award-winning line of household cleaning products powered by Breathe-Safe™ technology;
- Honu™, the innovative line of eco-safe sunscreens that allow consumers to apply sunscreen in hard to reach spots with their patented Spray Wand;
- Winona Pure™ Popcorn Seasoning Spray, a novel line of non-GMO, all natural seasoning sprays, all powered by air.

Mr. Sklar added, "Our expanding product line is resonating with consumers, and we believe iServe will help accelerate our exposure and sales in multiple ecommerce channels in the coming years."

Commenting on the partnership, David Wright, Founder and CEO of iServe said "We could not be more pleased with our partnership with Starco Brands. Ross Sklar is one of the greatest innovators of our time, and Starco Brands is an incredible product company. When this company and its products are discovered by ecommerce consumers they will certainly be well received."

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 iServe

iServe is the world's leading growth intelligence organization for ecommerce, offering a full suite of monitoring, compliance, sales, advertising, fulfillment and growth services for hundreds of customers across six continents. iServe operates multiple global distribution centers and is ranked among the top 10 Amazon sellers globally. For more information, visit www.iserve.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, OTCs, 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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