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# Starco Brands and Nation's Largest Health Food Distributor UNFI Further Expand Distribution of Breathe™ Cleaning Products

## Distribution of award-winning line of household product continues to grow

SANTA MONICA, Calif., Oct. 24, 2018 (GLOBE NEWSWIRE) -- Starco Brands (OTC: STCB) a creator of innovative and disruptive consumer products announced today that together with its distribution partner United Natural Foods, Inc. (Nasdaq: UNFI), it had significantly expanded the distribution of Breathe™, its award-winning line of safe and unique household cleaners. Breathe is now being shipped from six UNFI distribution centers to stores across the United States.

“In about a year since Starco Brands launched Breathe, distribution of this revolutionary product line has grown from one chain served by a single UNFI distribution center to hundreds of stores operated by over twenty chains, ranging from large chains like Walmart with thousands of stores to powerful regional players like Redner Markets with 40 locations and Best Markets with approximately 30 stores. Active UNFI distribution centers carrying Breathe are in the Northeast, Midwest, Mid-Atlantic and South. This shows how the combination of an innovative product with a powerful distribution partner can lead to controlled and strategic growth,” said Ross Sklar, CEO of Starco Brands.

Mr. Sklar added, “This highly effective and eco-friendly, powered-by-air product line continues to be the only product line and technology on the market today that is certified by the EPA’s Safer Choice program. It won the Mom’s Choice Award, Cleaning Eating Award and the Parents Choice Award and we couldn’t be more excited to be able to deliver this family-safe and efficacious line with disruptively stunning packaging. UNFI, Walmart and the rest of our growing distribution network have been fantastic partners in our campaign to change the way consumers think about cleaning products.”

## 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](http://www.breathecleaning.com). For more information about Starco Brands, please visit [www.starcobrands.com](http://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](http://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.

CONTACT:  
CONSUMER/TRADE PRESS  
Starco Brands  
Lisa Becker  
888.816.1161  
[lisa@starcobrands.com](mailto:lisa@starcobrands.com)

INVESTORS/FINANCIAL PRESS  
Liolios  
Sean McGowan  
949.574.3860  
[smcgowan@liolios.com](mailto:smcgowan@liolios.com)



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