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ToughBuilt Launches Amazon Online Storefront as First Step in Global E-Commerce Strategy

Announces All Products are Prime Eligible

LAKE FOREST, CA / ACCESSWIRE / April 15, 2019 / ToughBuilt Industries, Inc. ("ToughBuilt") (NASDAQ: TBLT; TBLTW), a designer, manufacturer and distributor of innovative tools and accessories to the building industry, today announced it has achieved a key step in the implementation of its global online and e-commerce marketing strategy through the launch of its Amazon online storefront. ToughBuilt has also qualified as an Amazon Prime partner, which means its products are eligible for free shipping, including unlimited free two-day shipping for Amazon Prime members.

Please click [here](#) to visit ToughBuilt's Amazon storefront.

Michael Panosian, Chief Executive Officer of ToughBuilt, commented, "The launch of our Amazon online storefront marks an important milestone for ToughBuilt, as this is a major step in the U. S. roll-out of our e-commerce and online distribution strategy. In order to differentiate ourselves to the massive Amazon Prime member base, all our products are also Prime eligible, which provides enhanced product placement and exclusive benefits for Amazon's 100 million plus Prime members. We look forward to aggressively launching on additional online platforms, both in the U.S. and around the world."

"This e-commerce initiative is only one part of what we believe is an effective three-pronged global sales strategy, which includes direct retail channels, global distribution partners, and now, an e-commerce platform. We have been successful in penetrating many of the leading big-box retailers, and are focused on adding new retailers, as well as increasing our footprint within existing stores. We also endeavor to continue adding distributors worldwide and expect to enter a number of new markets this year, while growing our international presence in already initiated markets. Lastly, we believe our e-commerce strategy is well timed given the favorable and growing brand awareness, as well as the increasing global customer demand. We look forward to providing further updates in the days and weeks ahead."

About ToughBuilt Industries, Inc.

ToughBuilt is a leading designer, manufacturer and distributor of innovative tools and accessories to the building industry. We market and distribute various home improvement and construction product lines for both the do-it-yourself and professional markets under the TOUGHBUILT® brand name, within the global multibillion dollar per year tool market industry. All of our products are designed by our in-house design team. Since launching product sales in 2013, we have experienced significant annual sales growth. Our current product line includes three major categories, with several additional categories in various

stages of development, consisting of Soft Goods & Kneepads and Sawhorses & Work Products. Our mission is to provide products to the building and home improvement communities that are innovative, of superior quality derived in part from enlightened creativity for our end users while enhancing performance, improving well-being and building high brand loyalty. Additional information about the Company is available at: <https://www.toughbuilt.com/>.

Forward-Looking Statements

This press release contains "forward-looking statements." Such statements may be preceded by the words "intends," "may," "will," "plans," "expects," "anticipates," "projects," "predicts," "estimates," "aims," "believes," "hopes," "potential" or similar words. Forward-looking statements are not guarantees of future performance, are based on certain assumptions and are subject to various known and unknown risks and uncertainties, many of which are beyond the Company's control, and cannot be predicted or quantified and consequently, actual results may differ materially from those expressed or implied by such forward-looking statements. Such risks and uncertainties include, without limitation, risks and uncertainties associated with (i) market acceptance of our existing and new products, (ii) negative clinical trial results or lengthy product delays in key markets, (iii) an inability to secure regulatory approvals for the sale of our products, (iv) intense competition in the medical device industry from much larger, multinational companies, (v) product liability claims, (vi) product malfunctions, (vii) our limited manufacturing capabilities and reliance on subcontractors for assistance, (viii) insufficient or inadequate reimbursement by governmental and other third party payers for our products, (ix) our efforts to successfully obtain and maintain intellectual property protection covering our products, which may not be successful, (x) legislative or regulatory reform of the healthcare system in both the U.S. and foreign jurisdictions, (xi) our reliance on single suppliers for certain product components, (xii) the fact that we will need to raise additional capital to meet our business requirements in the future and that such capital raising may be costly, dilutive or difficult to obtain and (xiii) the fact that we conduct business in multiple foreign jurisdictions, exposing us to foreign currency exchange rate fluctuations, logistical and communications challenges, burdens and costs of compliance with foreign laws and political and economic instability in each jurisdiction. More detailed information about the Company and the risk factors that may affect the realization of forward looking statements is set forth in the Company's filings with the Securities and Exchange Commission (SEC), including the Company's Annual Report on Form 10-K and its Quarterly Reports on Form 10-Q. Investors and security holders are urged to read these documents free of charge on the SEC's web site at <http://www.sec.gov>. The Company assumes no obligation to publicly update or revise its forward-looking statements as a result of new information, future events or otherwise.

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