**International Commercial Television Updated Derma Brilliance Progress**

***Clinical Study Completed Resulting in Positive Data***

***Targeting Fall 2014 Launch***

Wayne, PA -- (Globe Newswire) – via PRWEB – April 29, 2014 – International Commercial Television, Inc. (ICTL), (or “ICTV”), a direct response marketing and branding company focused on the health and beauty sector, announced today that the company has completed a six week clinical study on Derma Brilliance, a patented anti-aging, resurfacing and skin polishing system. The clinical study included thirty-one participants and was conducted by BioScreen Testing Services, Inc,, located in Scottsdale, Arizona.

The study included 31 participants and tested over 30 key data points including increased skin hydration, pore size reduction, and skin brightening, just to name a few. We are pleased to attest that the final report states statistically significant positive results in most of the 30 data points.

15 of the 31 participants were filmed giving affirmative personal testimonials concerning the results they achieved while using the Derma Brilliance system and these testimonials will be included in a long-form Derma Brilliance infomercial which we anticipate will be completed and ready for DRTV testing by the end of summer.

Kelvin Claney, ICTV CEO and Creative Director, stated, “We are extremely excited by the results of the test and are now looking ahead to the prospects for Derma Brilliance in the second half of 2014 and into 2015. We believe Derma Brilliance will be uniquely positioned to become a major product in the growing skin-polishing sector of the skin-care device market, not just for mature women, but also younger women requiring a fresher, brighter look. Derma Brilliance will constitute a “razor/razor blade continuity model” led by a hand held rechargeable device and optimized by a consumable jewel therapy skin cream formula, both of which are patented. We look forward to a fall 2014 launch via our direct DRTV sales channel and digital marketing.”

**International Commercial Television, Inc.**

International Commercial Television, Inc. sells various health and beauty products through infomercials and other channels primarily in the United States. ICTV utilizes a distinctive marketing strategy and multi-channel distribution model to develop, market and sell products through infomercials, live home shopping television, specialty outlets and online shopping. It offers health and beauty products, including DermaWand, a skin care device that reduces the appearance of fine lines and wrinkles, and helps improves skin tone and texture; and DermaVitál, a professional quality skin care range that effects superior hydration. International Commercial Television Inc. was founded in 1993 and headquartered in Wayne, Pennsylvania.

**Forward-Looking Statements**

Forward-Looking Statements. This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act") (which Sections were adopted as part of the Private Securities Litigation Reform Act of 1995). Statements preceded by, followed by or that otherwise include the words "believe," "anticipate," "estimate," "expect," "intend," "plan," "project," "prospects," "outlook," and similar words or expressions, or future or conditional verbs such as "will," "should," "would," "may," and "could" are generally forward-looking in nature and not historical facts. These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the Company's actual results, performance or achievements to be materially different from any anticipated results, performance or achievements. The Company disclaims any intention to, and undertakes no obligation to, revise any forward-looking statements, whether as a result of new information, a future event, or otherwise. For additional risks and uncertainties that could impact the Company's forward-looking statements, please see the Company's Annual Report on Form 10-K for the year ended December 31, 2013, including but not limited to the discussion under "Risk Factors" therein, which the Company has filed with the SEC and which may be viewed at [http://www.sec.gov](http://ctt.marketwire.com/?release=983317&id=2591161&type=1&url=http%3a%2f%2fwww.sec.gov%2f).

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