**International Commercial Television Appoints Don McDonald**

**to its Board of Directors**

***Strengthens Compliance and Independence of Board***

***Improves Position for Company to Up List to a Major U.S. Exchange***

Wayne, PA -- (Globe Newswire) – via PRWEB – May 6, 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 it has appointed Donald McDonald as a Director, bringing the number of Directors to four. The appointment is effective April 28, 2014.

Mr. McDonald is presently with Great Valley Capital Advisors, assisting companies with corporate development and strategy. Mr. McDonald’s 40-year career spans several organizations from financing to direct response advertising to technology and media. His responsibilities as a Founder and Executive over the past 30 years include strategy vision, management, operational and sales. In particular, Mr. McDonald led National Media Corporation, a direct response marketing company, to $320 million in annual sales and a NYSE listing as a public company.

Kelvin Claney, Chief Executive Officer, stated, “We are pleased to retain a seasoned Executive and visionary like Don McDonald to our Board of Directors. Don’s background of public companies, financing, operational and sales experience is ideal as we diversify our independent Board. Additionally, it advances us another step in our goal of gaining an up listing to a major U.S. exchange over the next 12 months.”

**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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