

## **ICTV Brands Inc. Upgrades to OTCQX Marketplace**

**WAYNE, Pa., January 14, 2015** (GLOBE NEWSWIRE) -- via PRWEB - [ICTV Brands Inc.](#) (OTCQX: [ICTV](#)), (CSE: [ITV](#)), a direct response marketing and branding company focused on the health, wellness and beauty sector, announced that it has qualified to begin trading today on OTCQX®, the best marketplace for established, global and growth companies.

ICTV Brands begins trading today on OTCQX under the symbol "ICTV." U.S. investors can find current financial disclosure and Real-Time Level 2 quotes for the company on [www.otcmarts.com](http://www.otcmarts.com).

"We are pleased to welcome ICTV Brands to OTCQX," said R. Cromwell Coulson, President and CEO of OTC Markets Group. "ICTV joins the growing number of U.S. and international companies that have chosen to trade on OTCQX to provide their U.S. investors transparent trading and convenient access to their news and financial disclosure. We look forward to supporting ICTV as the company continues to grow and enhance shareholder value on OTCQX."

ICTV Brands President, Richard Ransom commented, "ICTV Brands is pleased to upgrade from the OTCQB and join the many top tier companies trading on the prestigious OTCQX marketplace. This is an important step forward for our company as we continue to grow our portfolio of brands and seek to deliver long-term shareholder value."

Gerald W. Gritter PA serves as ICTV Brands' Designated Advisor for Disclosure ("DAD") on OTCQX, responsible for providing professional guidance on OTCQX requirements and U.S. securities laws.

### **About The OTCQX Marketplace**

The OTCQX marketplace is designed for established, investor-focused U.S. and global companies that meet high financial standards, are current in their disclosure and are sponsored by a professional third-party advisor. The companies found on OTCQX are distinguished by the excellence of their operations and diligence with which they convey their qualifications. OTCQX includes over 370 world-class companies ranging from global blue-chip companies to U.S. high growth small-cap companies with a combined total market capitalization of \$1.7 trillion.

### **ICTV Brands, Inc.**

ICTV Brands, Inc. sells various health, wellness and beauty products through a multi-channel distribution strategy. ICTV utilizes a distinctive marketing strategy and multi-channel distribution model to develop, market and sell products through direct response television (DRTV), Internet/digital, e-commerce, live television shopping and retail. Its products are primarily sold in the U.S. and available in over 35 countries. Its products include DermaWand, a skin care device that reduces the appearance of fine lines and wrinkles, and helps improve skin tone and texture; DermaVital, a professional quality skin care range that effects superior hydration; and CoralActives, a line of acne treatment and skin cleansing products. ICTV Brands, Inc. was founded in 1993 and is 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>.

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