**ICTV Brands Inc. Commences CoralActives Marketing Campaign with U.S. Gold Medalist Shawn Johnson**

WAYNE, Pa., January 21, 2015 (GLOBE NEWSWIRE) -- via PRWEB - ICTV Brands, Inc. ([ICTV](http://www.globenewswire.com/newsroom/ctr?d=10105418&l=1&a=ICTV&u=http%3A%2F%2Ffinance.yahoo.com%2Fq%3Fs%3Dictv%26ql%3D1)), ([CSE: ITV](http://www.globenewswire.com/newsroom/ctr?d=10105418&l=1&a=CSE%3A%20ITV&u=http%3A%2F%2Fwww.thecse.com%2FCNSX%2FSecurities%2FDiversified-Industries%2FICTV-Brands-Inc.aspx)), a direct response marketing and branding company focused on the health, wellness and beauty sector, announced today that it has commenced a marketing campaign with former U.S. gold medal gymnast, Shawn Johnson, for the CoralActives® brand of acne treatment and skin cleansing products.

Shawn Johnson will be featured in a national radio campaign for CoralActives® which will run on such programs as the Mario Lopez and Ryan Seacrest programs throughout January.

“After just a few weeks of using CoralActives®, I noticed a significant difference in the look and feel of my skin. I am excited to partner with ICTV Brands to promote CoralActives®!” stated Shawn Johnson.

“ICTV is thrilled to announce our relationship with Shawn Johnson. We believe Shawn is the perfect endorser for CoralActives® and we’re confident that the campaign will be a success.” stated Rich Ransom, President of ICTV Brands, Inc.

About CoralActives®

CoralActives® is a 2 Step Acne Treatment with Retinol Exfoliating Cleanser and Penetrating Acne Serum Gel. The Retinol Exfoliating Cleanser with Sea Whip Extract contains mild cleansers, retinol for deeper cleansing and very fine micro-beads to help exfoliate the skin. The CoralActives® Penetrating Acne Serum is comprised of four main ingredients: benzoyl peroxide (to kill bacteria), Sea Whip Extract (to help inflamed skin), humectants (to attract water onto your skin), and emollients (to retain the moisture on your skin). The synergy between these ingredients creates a unique and highly effective formula that delivers results for men and women of all ages.

Visit [www.coralactives.com](http://www.coralactives.com) for the promotion and receive additional product information by following CoralActives® on Facebook at [www.facebook.com/CoralActives](http://www.facebook.com/CoralActives), and Twitter / Instagram @CoralActives.

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 improves skin tone and texture; DermaVitál, 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](http://www.globenewswire.com/newsroom/ctr?d=10105418&l=6&u=http%3A%2F%2Fwww.sec.gov).

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