

ICTV Brands, Inc. Retail Sales Grow Significantly Entering the Holiday Season

Wayne, PA -- (Marketwired) – December 6, 2016 – ICTV Brands, Inc. (OTCQX: ICTV), (CSE: ITV), a digitally focused, direct response marketing and branding company specializing in the health, wellness and beauty sector, today announced significant growth in sales of its flagship product DermaWand entering the holiday season.

E-commerce is a key component of ICTV Brand's omni-channel strategy to become a dominant and uniquely positioned consumer product platform company. Throughout 2016, the company has worked diligently to establish e-commerce relationships beyond Amazon and Bed, Bath & Beyond with additional top retailers in North America. These include Kohl's, Costco Canada, Walmart, JCPenny and CVS. During the recent Thanksgiving holiday sales period, these relationships delivered strong year-over-year results for the company driving 750 units sold for the week of Thanksgiving compared to 276 units sold the previous year. Walmart in particular selected DermaWand out of thousands of beauty products to be showcased on their Black Friday shelf. DermaWand continued this momentum through Cyber Monday with some retailers reporting over 100 units sold on that day alone.

These e-commerce retail sales were supplementary to the direct to consumer sales driven through DermaWand.com. As a result, the team's digitally focused strategy not only increased sales through retail partners but it also more than doubled the direct to consumer sales for the week of Thanksgiving, compared to last year.

Richard Ransom, President of ICTV Brands, stated, "We are extremely happy with the early holiday sales data and the expanded retail reach DermaWand has achieved this year. Breaking into retail was necessary to further build the strong DermaWand brand and as a result, November has been the most profitable month for North America sales in over 2 years. Over the longer term, we expect these retail relationships to play an important role in the company's platform growth strategy, as scalable distribution partners for ICTV Brands growing portfolio of licensed or proprietary consumer products."

ICTV Brands, Inc.

ICTV Brands, Inc. sells various health, wellness and beauty products through an omni-channel distribution strategy. ICTV utilizes a distinctive marketing strategy and omni-channel distribution model to develop, market and sell products through direct response television (DRTV), Internet/digital, e-commerce, international third party distributors, live television shopping and retail. Its products are sold in the North America and are available in over 65 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 line that effects superior hydration, the CoralActives brand of acne treatment and skin cleansing products, and Derma Brilliance, a sonic exfoliation skin care system which helps reduce visible signs of aging, Jidue, a facial massager device which helps alleviate stress, and Good Planet Super Solution, a multi-use cleaning agent. ICTV Brands, Inc. was founded in 1998 and is headquartered in Wayne, Pennsylvania. For more information on our current initiatives, please visit www.ictvbrands.com.

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, 2015, 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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