



**MySize Launches White Label RealSize
Apparel Measurement App at the Apple App Store**

**MySize's customizable, online apparel measurement
technology now available to all retailers**

Airport City, Israel, July 19, 2017 --- MySize Inc. (the "Company") (NASDAQ: MYSZ; TASE: MYSZ), developer of proprietary, measurement technologies using smartphones, announced today the launch of RealSize at the Apple app store. The RealSize application will make its debut on the Trucco website in the very near future and will be available immediately thereafter to Trucco's customers in Spain.

Please click [here](#) to watch a video demonstrating how RealSize works and how easy it is to use.

RealSize is a white label, apparel measurement application developed by MySize based on the Company's customizable TrueSize technology. With the formal launch of RealSize, TrueSize is now available to any retailer interested in personalizing their customer service, reducing online sales returns and increasing user conversion.

"Online clothing shoppers now have the power to choose the right size garment every time, based on the measurements that they take with their TrueSize or associated white label product app. No more wasting time or money with incorrect size selections and returns. It's a win-win situation for both retailer and customer," said Ms. Billy Pardo, Chief of Product at MySize Inc.

RealSize recommends the appropriate size of the garment of choice on the Trucco website based on the measurements calculated by analyzing an article of clothing from the customer's own wardrobe. For example: you just love a shirt you saw on the Trucco website. You want to buy one in the size that will match, as closely as possible, with your favorite and best fitting shirt. To achieve this, customers first download the RealSize app on their mobile phone. Then, they follow the instructions and use the app to measure their favorite shirt from their closet. The calculations are then processed and the customer is sent the recommended size of the new shirt to choose. It's that simple.

Mr. Ronen Luzon, CEO of MySize Inc., said, "Today marks a major milestone for MySize in online retail. We very much appreciate Trucco's valuable partnership, from the testing phase

through to today's launch on the Apple app store, and their clear understanding of the enormous benefit RealSize will bring to their store and customers. For example, MySize's technology not only has a high level of accuracy but, it also increases conversion from shopper to buyer. Moreover, the app seamlessly integrates into a retailer's website. We look forward to continuing our strong relationship with Trucco as well as helping other retailers worldwide to benefit from the many deliverables of MySize's technology."

About MySize Inc.

MySize Inc. (TASE: MYSZ) (NASDAQ: MYSZ) has developed a unique measurement technology based on sophisticated algorithms and cutting edge technology with broad applications including the apparel, e-commerce DIY, shipping and parcel delivery industries. This proprietary technology is driven by several patent-pending algorithms which are able to calculate and record measurements in a variety of novel ways. To learn more about MySize, please visit our website. www.mysizeid.com.

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Cautionary Statement Regarding Forward-Looking Statements

This press release contains certain forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are identified by the use of the words "could," "believe," "anticipate," "intend," "estimate," "expect," "may," "continue," "predict," "potential," "project" and similar expressions that are intended to identify forward-looking statements. All forward-looking statements speak only as of the date of this press release. You should not place undue reliance on these forward-looking statements. Although we believe that our plans, objectives, expectations and intentions reflected in or suggested by the forward-looking statements are reasonable, we can give no assurance that these plans, objectives, expectations or intentions will be achieved. Forward-looking statements involve significant risks and uncertainties (some of which are beyond our control) and assumptions that could cause actual results to differ materially from historical experience and present expectations or projections. Known material factors that could cause actual results to differ materially from those in the forward-looking statements include: an active trading market for our common stock may not develop on NASDAQ; the trading price for our common stock may fluctuate significantly; and the Company will continue to be a "controlled company," as defined under NASDAQ rules, and the interests of our controlling stockholder may differ from those of our public stockholders. Forward-looking statements also are affected by the risk factors described in the Company's filings with the U.S. Securities and Exchange Commission. Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

Press Contact
Marjie Hadad
MH Communications

marjierhadad@gmail.com
+972-54-536-5220