



My Size CEO Ronen Luzon to be Featured on “New to the Street” on FOX Business Network

Airport City, Israel, February 22, 2018: [My Size, Inc.](#) (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today the Company’s Founder and CEO, Ronen Luzon will be featured on “New to the Street” which will air on Sunday, February 25, 2018 at 1:30pm ET on FOX Business Network.

Mr. Luzon will discuss My Size’s revolutionary measurement technologies including [MySizeID™](#), which was recently launched in the U.S. MySizeID enables users to measure their body using their smartphones, allowing the application to determine the correct size for clothing to be purchased online. MySizeID addresses a significant problem of size related returns, which account for 70% of online apparel returns in the U.S. retail apparel e-commerce market which is valued at [\\$72 billion](#). Mr. Luzon will also discuss My Size’s portfolio of app-based measurement technologies that address other vertical markets including [BoxSizeID™](#) which measures packages for the courier and parcel post market, [SizeUp™](#), a smartphone based tape measure for the do-it-yourself market, as well as additional smartphone-based measurement apps to be released by My Size.

About My Size, Inc.

My Size, 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 algorithms which are able to calculate and record measurements in a variety of novel ways. To learn more about My Size, 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. Actual results to differ



materially from those in the forward-looking statements and the trading price for our common stock may fluctuate significantly. 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.

Israel Press Contact:

Eran Yoels

Rimon, Cohen and Co.

Eran@rcspr.co.il

+972-52-440-8020

U.S. Press Contact:

Matthew Bretzius

FischTank Marketing & PR

matt@fischtankpr.com