



My Size CEO Ronen Luzon to Appear Today on Newsmax TV ‘The National Report’

Airport City, Israel, May 15, 2020 – [My Size, Inc.](#) (the "Company" or "My Size") (NASDAQ: MYSZ) (TASE: MYSZ), the developer and creator of smartphone measurement solutions, today announced its CEO, Ronen Luzon, is scheduled to appear today at approximately 11:10 am ET as a guest on [‘The National Report’ on Newsmax TV live this morning](#). Mr. Luzon plans to discuss how major US retailers are feeling the impact of COVID-19 on their businesses and how retailers need to consider adopting digital strategies not only during the pandemic, but beyond. MySizeID is an ideal sizing solution for both retailers and customers.

“National Report” with host Shaun Kraisman airs each weekday live at 9:00 am ET- 12:00 pm ET from Newsmax TV studios in Manhattan, bringing viewers across the heartland breaking news, and in-depth analysis on the day’s news. Using the vast resources of Newsmax, this program brings viewers the latest from Washington, Hollywood, the financial markets, and capitals across the world.

The MySizeID turnkey solution can help retail companies to reduce costs and enhance shopper experience by providing a more efficient sizing solution for consumers. MySizeID is a size-recommendation tool based on shoppers' personal body measurements, taken with their smartphone sensors without using the camera.

For the latest news coverage, please follow the Company on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Twitter](#).

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 measurement 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. We routinely post information that may be important to investors in the Investor Relations section of our website. Follow us on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Twitter](#).

Please click [here](#) for a demonstration of how MySizeID provides a full sizing solution for the retail industry.

Register [here](#) for a one-month free trial of MySizeID solution for your online store.

Please click [here](#) to download MySizeID for iOS.

Please click [here](#) to download MySizeID for Android.

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.

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