



## **My Size CEO Ronen Luzon to Appear Live Today on Cheddar INNOVATES**

**Airport City, Israel, July 29, 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 as a guest on [Cheddar INNOVATES](#) with hosts Nora Ali and Baker Machado at approximately 11:00 AM ET.

Mr. Luzon will 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.

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 Cheddar**

Cheddar is the leading post-cable news, media, and entertainment company. Cheddar broadcasts live on SlingTV, Hulu Live, YouTube TV, Philo, Twitter, Facebook Watch, Pluto, Xumo and more. Watched live by more than 6.5M people each month, Cheddar also garners hundreds of millions of organic video views monthly across Facebook, YouTube, Twitter, Snapchat, Instagram, LinkedIn and other social & distributed video platforms. Cheddar currently broadcasts two live video news networks: Cheddar, a business news network covering the most innovative executives, founders, products, and technologies transforming our lives and economy; and Cheddar News, a fast-paced, young, non-partisan general news and headline news network. The company broadcasts from the trading floor of the New York Stock Exchange.

### **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](http://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.

Own a fashion store and want to increase sales as well? [Click here](#)



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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