



MySize Inc. Engages Network 1 Financial Securities as Its Exclusive Investment Banker

AIRPORTCITY, Israel, Sept. 22, 2016 (GLOBE NEWSWIRE) -- MySize Inc. (TASE:MYSZ) (NASDAQ:MYSZ), a developer of a unique measurement technology based on sophisticated algorithms with broad Smartphone applications in a variety of areas from the apparel e-commerce market to Do It Yourself and courier, today announced that it has engaged Network 1 Financial Securities as its exclusive Investment Banker. Moreover, Network 1 will organize and implement a non-deal roadshow program in order to educate the investment banking community on the MySize business model. In addition, Network 1 will act as an advisor to help identify future acquisition targets that are synergistic to MySize's overall business plan.

Ronen Luzon, Chief Executive Officer of MySize, stated, "We are very excited to be working with the team from Network 1 Financial Securities. Having been in the investment banking industry for over 30 years, we feel that their experience, knowledge and transaction successes help to solidify our belief that they will be effective in helping us with our financial needs. They have shown a tremendous understanding of our core business plan instilling confidence that Network 1 will offer sound strategic advice that will enable us to propel our organization forward."

William Hayde, of the Investment Banking division at Network 1 Financial, stated, "We look forward to working with the team at MySize and will be looking for opportunities to increase shareholder value in the future."

About Network 1 Financial Securities

Network 1 Financial Securities, Inc., founded in 1983, is a full service broker dealer with offices located in the New York and New Jersey area. As a FINRA member firm, Network 1 offers a wide array of investment banking services. The Investment Banking team has over 90 plus years combined experience. Dedicated to assisting public and private companies take advantage of the rapidly changing equity markets, the Network 1 team understands the investment banking needs of companies.

About MYSIZE

MySize Inc. (TASE:MYSZ) (NASDAQ:MYSZ) developed a unique measurement technology based on sophisticated algorithms with broad applications in a number of areas and industries, from the apparel e-commerce market to Do It Yourself (smartphone & tablet apps) to shipping and parcel measuring among others. The 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 the website located at www.mysizeid.com.

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.

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