



My Size CEO, Ronen Luzon Headlines PremiereVision Paris' Fashion Shifters Seminar

Mr. Ronen Luzon will discuss Measurement Tools for Life, The TrueSize App

Airport City, Israel, September 14, 2017 --- Mr. Ronen Luzon, the CEO of My Size, Inc. (the "Company" or "My Size") (NASDAQ: MYSZ; TASE: MYSZ), will address attendees of the Fashion Shifters seminar at PremiereVision Paris on September 19, 2017 from 2.00-3.30 p.m. in Hall 5 room 502.

Mr. Luzon will discuss Measurement Tools for Life, The TrueSize App. TrueSize is My Size's proprietary measurement technology for the online apparel industry.

According to Statistica, "in 2016, retail e-commerce revenues from apparel and accessories sales amounted to \$63.3 billion U.S. dollars and are projected to increase to \$96.41 billion U.S. dollars in 2021." As a result, accurate measurement tools have become critical to helping online brands avoid a corresponding increase in returns.

Mr. Luzon said, "TrueSize enables shoppers to quickly and accurately measure themselves with their mobile phones in order to confidently select the right size from any brand that uses My Size's technology."

My Size's technology can be easily integrated into every retailer's e-commerce or m-commerce website and application using SizeIT, My Size's SDK.

TrueSize, which converts mobile phones into a measuring tool, determines exact measurements using the algorithms of a mobile phone, rather than its camera, to ensure customer privacy. Size recommendations are based on these exact measurements as well as big data analytics. It is management's belief that TrueSize also operates quicker than any other measurement app currently in the market. TrueSize can be tailored to the specifications of any fashion retailer.

In August 2017 TRUCCO became the first retailer to adopt MySize's TrueSize apparel measurement technology. (see press release dated August 15, 2017). The white label application customized specifically for TRUCCO, called RealSize, enables online shoppers to determine, with confidence, the appropriate size of a garment to purchase based on the measurements of a garment in their closet that the shopper takes using the RealSize mobile application. Please click [here](#) to watch a video demonstrating how RealSize works and how easy it is to use.

“TRUCCO’s RealSize launch was a major milestone. We are very excited that online retail customers are enjoying the benefits of our technology, and we look forward to meeting companies at PremiereVision whose customers could benefit from our products,” said Mr. Luzon.

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 patent-pending 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. 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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