



My Size, Inc. Signs Trailblazer Supermodel 'Emme' and Celebrity Stylist and Amazon Best Selling Author Susan Moses to Represent Company in Multi-Billion Dollar Plus Size Apparel Market

Airport City, Israel, October 17, 2017 --- My Size, Inc. (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), developer of proprietary, measurement technologies using smartphones, welcomed to its team today, supermodel “Emme” and celebrity stylist and best-selling author Susan Moses. Emme and Ms. Moses will represent My Size in the multi-billion dollars plus size apparel market.

“We are thrilled to welcome Emme and Susan to the My Size family. We believe that the vast experience, high acclaimed expertise, respected industry insight and overall impeccable sense of style of both ladies is going to lead to amazing opportunities for My Size in the plus size market,” said **Ronen Luzon, CEO of My Size, Inc.**

According to NPD Group data published by [emarketer retailer](#), “U.S. sales of women’s plus-size apparel, including those for teens, rose 6% to \$21.4 billion in 2016” which is twice as much as the overall growth rate of apparel sales, which totaled \$218.7 billion at the end of the same year.

“We are fierce advocates of women's empowerment and see My Size’s app as a way for women to be in control of their size selection and choose the right size apparel for their bodies”, said **Emme and Susan.**” This unique app can be used to get your true measurements privately and improve your online shopping experiences. In our point of view, that's empowering!”.

Emme is the world’s first curvy supermodel. She is a TV personality, model, mom, author, brand spokesperson, creative director of her clothing lines, cancer survivor, lecturer and globally recognized women’s advocate for positive body image and self-esteem. She was the first model invited to speak before a Congressional subcommittee in Washington, D.C. with a mission to

increase public awareness of eating and body image disorders. Emme has authored several books including: “Chicken Soup For The Soul Curvy”, “Confident: 101 Stories of Loving Yourself and Your Body”, “Fashion Without Limits: Changing The Face of Fashion”, “True Beauty” and “Life’s Little Emergencies”. She is also the co-author of “Morning Has Broken” and “What Are You Hungry For?” Emme has been honored as one of Glamour magazine’s “Women of the Year” and as one of Biography magazine’s “25 Most Influential Women”. Emme is the current past chair ambassador to The National Eating Disorders Association, honorary board member to Project Heal, and donates her time to the Girl Scouts of America.

Susan Moses is the author of the Amazon best seller “The Art of Dressing Curves: The Best Kept Secrets of a Fashion Stylist” (HarperCollins). Hailed as a retail ambassador, blogger, guest editor, spokesperson and designer, Ms. Moses’ signature has been showcased on red carpets and stages from the Oscars to the Golden Globes, from the Grammys to the American Music Awards, and other events hosted by BET, MTV, VH1 and SAG. Her styling legacy includes pop music and R&B darlings, country music royalty and Hollywood icons and newcomers. Ms. Moses co-designed and creative directed the Queen Latifah-inspired Curvations line to receive the distinction of “Fashion Stylist of the Year” during Full Figure Fashion Week. In 2016, Ms. Moses launched the Body Inclusivity & Diversity Summit at the United Nations. The summit was the inaugural event of her initiative, Empowering Women NYC. Currently, Ms. Moses is the style ambassador for Lane Bryant, the plus-size legacy brand.

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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