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IMMUDYNE™

ImmuDyne Appoints Chief Operating Officer/Chief Technology Officer

MT. KISCO, N.Y., Feb. 23, 2017 (GLOBE NEWSWIRE) -- ImmuDyne, Inc. (OTCQB:IMMD) ("ImmuDyne" or the "Company"), a leader in the development and marketing of OTC healthcare products, today announced the appointment of Stefan Galluppi as its Chief Operating Officer and Chief Technology Officer.

Mr. Galluppi has an extensive background in direct to consumer marketing. In addition to building proprietary technology to facilitate and optimize advertising campaigns for maximum efficiency and profitability. Mr. Galluppi was also instrumental in helping create the framework for an optimal back-end office infrastructure which supported multiple National TV direct response advertising campaigns rated among the top 10 on the national TV IMS report rankings for performance.

"ImmuDyne had strong revenue growth in its direct to consumer business in 2016, but we are looking to have considerably better margins. As ImmuDyne's COO and CTO, here in Q1 Stefan has been focused on building out much more efficient advertising campaigns which we believe will produce these higher margins. We look to be in this position by the beginning of Q2, at which time ImmuDyne plans on reigniting our marketing budget in order to achieve our desired sales growth in each of our direct to consumer businesses", stated Mark McLaughlin, President and Chief Executive Officer of ImmuDyne.

Stefan Galluppi stated, "I'm very pleased to be part of the ImmuDyne team and am confident we can create meaningfully growth to the business and for our ImmuDyne shareholders. We believe we can bring better profit margins across our skincare lines, across our oral brand iNR Wellness M.D. for immune System Support, as well as with our new patented Shapiro M.D. line for male and female hair loss which is planned to launch in late March. Importantly, we can scale in each of these product offerings."

About ImmuDyne

ImmuDyne, Inc. (the "Company") is a health and wellness company which develops, manufactures, markets, and sells innovative lifestyle products. The Company's lead products contain its proprietary yeast beta glucans that have been shown through testing and analysis to support the immune system. The Company's products include once a day oral intake capsules as well as topical serums and creams for skin application. ImmuDyne also has developed a proprietary natural delivery technology for potential new market opportunities. All of ImmuDyne's intellectual property is protected by patents and/or trade secrets. Additional information can be found on the web at www.immudyne.com.

Forward-Looking Statements

Cautionary language regarding Forward-Looking Statements Safe Harbor Act Disclaimer:

Forward looking statements in this release are made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. Certain statements in this press release, including projections with respect to ImmuDyne's results of operations, may contain words such as "anticipates," "believes," "could," "estimates," "expects," "intends," "may," "projects," "plans," "targets" and other similar language and are considered forward-looking statements. These statements are based on management's current expectations, estimates, and forecasts. These forward-looking statements are subject to important assumptions, risks and uncertainties, which are difficult to predict and therefore the actual results may be materially different from those discussed.

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