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IMMUDYNE™

Immudyne PR Partners with Top Amazon Seller for Shapiro MD and Future Products

MT. KISCO, N.Y., July 10, 2017 (GLOBE NEWSWIRE) -- ImmuDyne, Inc. (OTCQB:IMMD) ("Immudyne" or the "Company"), a leader in the development and marketing of OTC healthcare products, is pleased to announce Immudyne PR has partnered with MH Caribbean Management, LLC ("MHCM"). MHCM is the owner and operator of an Amazon Store ranked as an Amazon USA top 1000 seller (as per Marketplace Pulse).

Given the importance of Amazon and the preference of many consumers to purchase products through Amazon Prime, partnering with one of the largest and most successful Amazon resellers in the world gives Immudyne PR a big competitive advantage as Shapiro MD continues to capture market share and expands into international markets. In addition to its global reach, Amazon has a global fulfillment infrastructure that fits perfectly into Immudyne's highly scalable, direct-response business model.

"The Amazon selling platform has become essential for brands large and small seeking to reach the global consumer," stated Justin Schreiber, President of Immudyne PR. "This partnership provides immediate and lasting benefits for Shapiro MD and future products launched by Immudyne PR. Our customer acquisition costs have decreased, our Amazon sales doubled within the first week, and we've been able to offer other features to our customers that are typically restricted on Amazon for new brands."

In addition to an immediate uptick in sales, Shapiro MD was also awarded the *#1 New Release* by Amazon in the Hair Regrowth Treatments category.

"We are very pleased with the sales results of the Shapiro MD product line since its launch in mid-May," stated Mark McLaughlin, Chief Executive Officer of Immudyne. "We expect inventory levels to stabilize in the next two weeks will permit us to continue to scale both on Amazon and through our internal media."

About Shapiro MD™

The Shapiro MD product line is the result of 15 years of research and development by thought-leading dermatologists Dr. Steven Shapiro and Dr. Michael Borenstein. It is protected by two U.S. patents and is the only product in the hair loss vertical that contains what we believe are the 3 most powerful, naturally-occurring dihydrotestosterone (DHT) blocking ingredients. DHT is widely believed to be the main culprit of balding/hair-loss. For more information on Shapiro MD or to purchase the product, please visit www.shapiromd.com.

About ImmuDyne

ImmuDyne, Inc. (the "Company") is a health and wellness company that develops, manufactures, and markets innovative consumer products. Immudyne manufactures and markets a proprietary and patent protected Yeast Beta Glucan that has been shown in thousands of clinical studies to support and regulate the human immune system. It has broad applications in skincare and as an immune support supplement. Immudyne PR, a majority owned subsidiary of ImmuDyne, Inc., is the digital marketing arm of Immudyne and is currently focused on marketing products for thicker and fuller hair (Shapiro MD) and a skincare line containing Immudyne's proprietary Yeast Beta Glucan ingredient (Inate MD). 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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