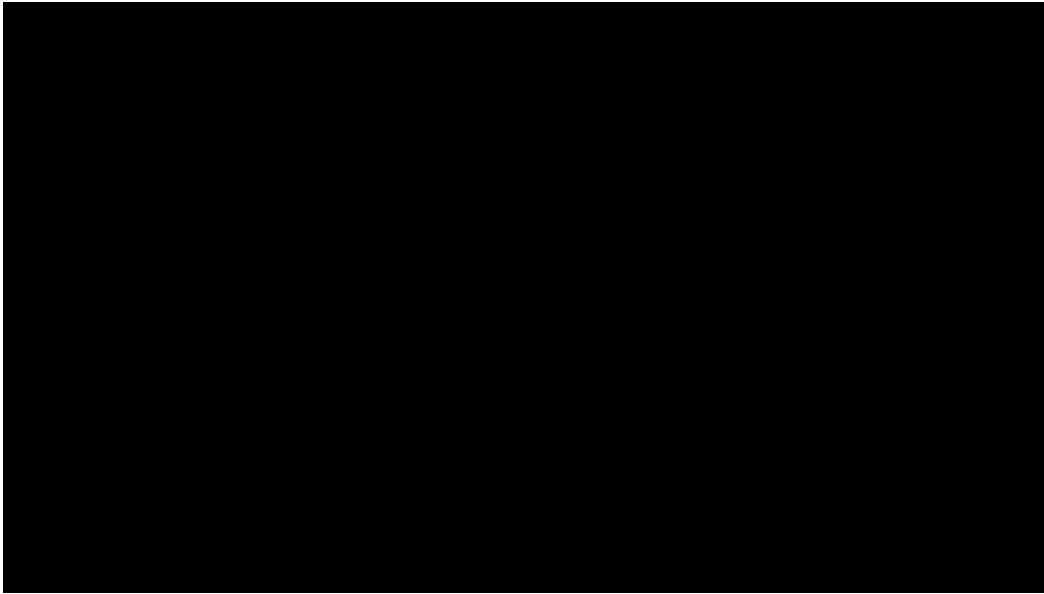




December 7, 2017

Castle Brands Announces National Television Advertising Campaign for Goslings Rum

NEW YORK, Dec. 7, 2017 /PRNewswire/ -- Castle Brands Inc. (NYSE American: ROX) announced today the launch of a Goslings Rum national television advertising campaign. The television commercials can be seen on NBCSN during telecasts of Premier League Soccer games and programming, National Hockey League games and programming, and Skiing and Snowboarding competitions, among other sports oriented and targeted telecasts. Goslings Rum will be the marquee sponsor of Premier League Soccer during the December 2017 Manchester Derby featuring top-ranked Manchester City against second-ranked Manchester United. The new advertising campaign builds upon the increased global exposure that Goslings Rum acquired through its sponsorship of the 35th America's Cup. This advertising will expose the award-winning Goslings Rums to new demographics of non-traditional rum drinkers.



The commercials feature Malcolm Gosling, President and CEO of Gosling-Castle Partners Inc. ("GCP"), Castle's 80.1%-owned strategic global export venture with the Gosling family. GCP holds the exclusive long-term export and distribution rights for Goslings Rum and Goslings Stormy Ginger Beer for all countries other than Bermuda. The commercials were shot and produced featuring Goslings award-winning, hand-crafted rums, the trademarked Dark 'n Stormy® Cocktail and Goslings Stormy Ginger Beer, the best-selling ginger beer in the U.S. Goslings Rum recruited an international team of filmmakers to create a finished product with a luster that befits the prestigious, slowly-aged, award-winning Black Seal Rum. "I said, if we're going to do this, we're going to do it first class," explained Mr. Gosling. "We put a world of care into our products; we need that to come through in the look and feel of these television commercials."

About Goslings Rum

Goslings Rum has been blended in Bermuda for over 200 years by Gosling's Brothers Ltd., the oldest company in Bermuda. Seven generations of the Gosling's family have built the brand into the "National Drink of Bermuda". Goslings Black Seal® Rum, Goslings Gold® Rum and Goslings Old® Rum are all award-winners. Because of its rapid growth, Goslings Rum was named a "Hot Prospect" by *Impact Magazine*. In addition to the United States, Goslings is now sold in 20 countries globally. Goslings *Dark 'n Stormy*® cocktail is one of the few trademarked cocktails in the world and Goslings Stormy Ginger Beer, launched in 2009 to fuel the growth of this cocktail, has become the leading Ginger Beer in the United States.

About Castle Brands

Castle Brands is a developer and international marketer of premium and super-premium brands including: Jefferson's[®], Jefferson's Presidential Select[™], Jefferson's Reserve[®], Jefferson's Ocean Aged at Sea Bourbon, Jefferson's Wine Finish Collection and Jefferson's Wood Experiments, Goslings[®] Rums, Goslings[®] Stormy Ginger Beer, Knappogue Castle Whiskey[®], Clontarf[®] Irish Whiskey, Pallini[®] Limoncello, Boru[®] Vodka, Brady's[®] Irish Cream, The Arran Malt[®] Single Malt Scotch Whisky, The Robert Burns Scotch Whisky and Machrie Moor Scotch Whisky. Additional information concerning the Company is available on the Company's website, www.castlebrandsinc.com.

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