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Castle Brands and Isle of Arran Distillers Limited Announce Exclusive Distribution Agreement

Castle Brands Expands Premium Whiskey Portfolio with New Five-Year Agreement

NEW YORK, Feb. 7, 2017 /PRNewswire/ -- Castle Brands Inc. (NYSE MKT: ROX), a developer and international marketer of premium and super-premium branded spirits, and Isle of Arran Distillers Limited, a producer of premium quality Single Malt Scotch Whisky, today announced a five-year exclusive distribution agreement for The Arran Malt Single Malt Scotch Whisky and Robert Burns Single Malt Whisky and Blended Scotch Whisky in the US market.

Richard J. Lampen, President and Chief Executive Officer of Castle Brands said, "The agreement with Isle of Arran Distillers allows us to leverage our distribution platform and our successes with our Jefferson's bourbon portfolio and our expanding Irish whiskey offerings. Adding the Isle of Arran Scotch whiskeys sets us apart as a leader in the premium whiskey category."

John Glover, Chief Operating Officer of Castle Brands said, "Isle of Arran Distillers' award-winning, premium brands perfectly complement our whiskeys portfolio. Their exciting range of aged whiskeys and finishes will add to the impressive growth of our whiskey brands and strengthen our position in the US market. Our expertise in marketing special finishes of our bourbons and Irish whiskeys position us well to distribute Isle of Arran's unique Scotch whisky finishes and special offerings. We look forward to working with them to market these premium Scotch whiskeys."

Euan Mitchell, Managing Director of Isle of Arran Distillers Limited said, "We are delighted to be working with Castle Brands to build our profile in the US market and introduce our award-winning brands to even more whisky aficionados. The Single Malt category continues to develop in the US and Castle Brands are perfectly poised to leverage further growth for the Arran portfolio using their extensive knowledge and experience. We have many exciting releases planned for the years ahead."

About Castle Brands

Castle Brands is a developer and international marketer of premium and super-premium beverage alcohol 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, Knappogue Castle Whiskey[®], Clontarf[®] Irish Whiskey, Pallini[®] Limoncello, Boru[®] Vodka and Brady's[®] Irish Cream. Additional information concerning the Company is available on the Company's website, www.castlebrandsinc.com.

About Isle of Arran Distillers

Isle of Arran Distillers is an independent Distiller of premium quality Single Malt Scotch Whiskies. Located in the village of Lochranza on the beautiful Isle of Arran, the Distillery opened in 1995 and is the only whisky producer on the island. Arran's portfolio includes the classic 10 Years Old, the new 18 Years Old as well as the official Robert Burns whiskeys; endorsed by the World Burns Federation. More information is available at www.arranwhisky.com.

Forward Looking Statements

This press release includes statements of our expectations, intentions, plans and beliefs that constitute "forward looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and are intended to come within the safe harbor protection provided by those sections. These statements, which involve risks and uncertainties, relate to the discussion of our business strategies and our expectations concerning future operations, margins, sales, new products and brands, potential joint ventures, potential acquisitions, expenses, profitability, liquidity and capital resources and to analyses and other information that are based on forecasts of future results and estimates of amounts not yet determinable. You can identify these and other forward-looking statements by the use of such words as "may," "will," "should," "expects," "intends," "plans," "anticipates," "believes," "thinks," "estimates," "seeks,"

"predicts," "could," "projects," "potential" and other similar terms and phrases, including references to assumptions. These forward looking statements are made based on expectations and beliefs concerning future events affecting us and are subject to uncertainties, risks and factors relating to our operations and business environments, all of which are difficult to predict and many of which are beyond our control, that could cause our actual results to differ materially from those matters expressed or implied by these forward looking statements. These risks include our history of losses and expectation of further losses, our ability to expand our operations in both new and existing markets, our ability to develop or acquire new brands, our relationships with distributors, the success of our marketing activities, the effect of competition in our industry and economic and political conditions generally, including the current economic environment and markets. More information about these and other factors are described under the caption "Risk Factors" in Castle Brands' Annual Report on Form 10-K for the year ended March 31, 2016, as amended, and other reports we file with the Securities and Exchange Commission. When considering these forward looking statements, you should keep in mind the cautionary statements in this press release and the reports we file with the Securities and Exchange Commission. New risks and uncertainties arise from time to time, and we cannot predict those events or how they may affect us. We assume no obligation to update any forward looking statements after the date of this press release as a result of new information, future events or developments, except as required by the federal securities laws.

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To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/castle-brands-and-isle-of-arran-distillers-limited-announce-exclusive-distribution-agreement-300402664.html>

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