



FOR IMMEDIATE RELEASE

IMMUNOTEC EXPANDS PRODUCT OFFERING WITH NEW SKIN CARE COLLECTION

VAUDREUIL-DORION, QC, February 24, 2016 – Immunotec Inc. (TSXV: IMM), a direct-to-consumer company and a leader in the nutritional industry (the “Company” or “Immunotec”), launched an innovative new skin care collection, Elasense™, at their Convention in February.

“As authorities on inner health and wellness, Immunotec’s decision to develop a skin care collection based on natural science, focusing on outer health with beauty benefits, seemed a logical extension to our product line,” said CEO, Charlie Orr. “This line extension allows our Independent Consultants to expand into new markets and increase their earning opportunities.”

Elasense is a glutathione skin care innovation supported by science and research which provides both short-term and long-term benefits. All products contain SynerG⁴™, an exclusive antioxidant complex comprised of four powerful natural ingredients; the master antioxidant glutathione, extracts of green tea, acai berry and cactus that work synergistically to produce amazing results.

“Our company has a rich history of research, science and natural products—this is true for our nutritional supplements, and is now true for our skin care line,” said Immunotec’s Vice President of Research and Development, John Molson. “With the incorporation of glutathione in our Elasense skin care collection, Immunotec proudly offers products addressing both intrinsic and extrinsic aspects of health, aging and beauty.”

About Elasense



The Elasense collection consists of five products; three daily basics and two targeted anti-aging products. The daily basics include a 3-in-1 Facial Wash that gently cleanses, tones and removes impurities, a Protective Day Moisturizer infused with powerful antioxidants to hydrate and moisturize the skin, and a Rejuvenating Night Cream that works overnight to diminish and reduce visible signs of aging.

The targeted anti-aging products include a peptide-rich Age Defying Serum formulated to help reduce the appearance of fine lines and wrinkles, and a Triple Action Eye Cream that softens the appearance of fine lines and wrinkles while reducing the appearance of puffiness and dark circles. Developed in collaboration with Ronald Prussick MD, FRCP(C) a renowned

Dermatologist, Elasense safely and effectively helps make skin look and feel more beautiful and healthy.

Elasense is now available for purchase through Immunotec's Independent Consultants. To learn more about the Elasense skin care collection, please visit the Immunotec website.

About Immunotec Inc.

Immunotec is a Canadian-based company that develops, manufactures, markets and sells research-driven nutritional products through direct to consumer sales channels in Canada, the U.S., Mexico, Dominican Republic, United Kingdom and Ireland. The company offers an extensive line of nutritional, skin care and wellness products targeting health, weight management, energy and physical performance.

Please visit us at www.immunotec.com for additional information.

The company files its continuous disclosure documents, inclusive of its year end results, on the SEDAR database at www.sedar.com and on the Company's website at www.immunotec.com. The common shares of the Company are listed on the TSX Venture Exchange under the ticker symbol IMM. Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

For further information:

John Molson, Vice-President of Research and Development
(450) 510-4450

Patrick Montpetit, CPA:CA, CF Vice-President and Chief Financial Officer
(450) 510-4527