



Kornit to demonstrate express fashion capabilities at NY Fashion Week and Textile Month

August 30, 2017

Kornit Digital continues education of the fashion designers' community about on-demand, environmentally conscious textile printing with minimal infrastructure requirements

ROSH-HA'AYIN, Israel, Aug. 30, 2017 (GLOBE NEWSWIRE) -- Kornit Digital Ltd. (NASDAQ:KRNT), a company that develops, designs and markets innovative digital printing solutions for the global printed textile industry, today announced that during this year's New York Fashion Week and Textile Month, it will co-host a symposium with the Fashion Institute of Technology (FIT) to discuss how digital printing is becoming an enabling technology for the fashion industry's transition to ultrafast on-demand fabric and garment decoration. The company also announced that collections designed by students of the Academy of Art University of San Francisco, using the Allegro roll-to-roll printer, will be showcased at a separate event on September 9, 2017.

September 9, 2017 – Fashion Week - Featured Collections Day

The highly publicized Fashion Week NYC is a chance for the best designers to present their collections in various runway events around the city. Since 2005, the Academy of Art University, San Francisco, has premiered the collections of students and recent graduates during New York Fashion Week. On September 9, at NYFW: Skylight Clarkson Square, Gallery I, a special collection printed on the Kornit Allegro will be presented in a fashion show (by invitation only), dedicated to the designs of 9 graduate collections from the Academy.

September 13, 2017 – Digital Innovation Day

As part of the Textile Month's program, conceived by trend forecaster Lidewij Edelkoort, a special "Express Fashion" event will be co-hosted by FIT and Kornit on September 13, 2017. The event, by invitation only, will take place at FIT's campus located at 227 W 27th St. New York, NY (Corner of 27th St. and 7th Ave.).

Visitors interested in digital printing as an eco-friendly and profitable solution will be able to view a display of recent, attention-grabbing digital collections, meet industry leaders and learn how easy it is to start on-demand production with Kornit's advanced technology.

Included in the program are talks by Kornit's CEO Gabi Seligsohn, who will discuss how the company is taking advantage of the revolution in apparel shopping habits and the supply chain changes taking place as a result. Omer Kulka, Kornit's VP of Marketing and Product Strategy, will deliver a talk on the boom of online business in the fashion industry.

Keynote speakers will include Raphael Peck, President of Fanatics Brands, a top 50 internet retailer and a market leader in authentic and officially licensed apparel for sports fans. Mr. Peck will discuss Proximity garment decoration and how Fanatics is addressing a booming market with innovative marketing and manufacturing technologies. A speaker from FIT will discuss the importance of the transition from Analogue decoration technologies to Digital Printing.

About Kornit Digital

Kornit Digital (NASDAQ:KRNT) develops, manufactures and markets industrial digital printing technologies for the garment, apparel and textile industries. Kornit delivers complete solutions, including digital printing systems, inks, consumables, software and after-sales support. Leading the digital direct-to-garment printing market with its exclusive eco-friendly NeoPigment printing process, Kornit caters directly to the changing needs of the textile printing value chain. Kornit's technology enables innovative business models based on web-to-print, on-demand and mass customization concepts. With its immense experience in the direct-to-garment market, Kornit also offers a revolutionary approach to the roll-to-roll textile printing industry: Digitally printing with a single ink set onto multiple types of fabric with no additional finishing processes. Founded in 2003, Kornit Digital is a global company, headquartered in Israel with offices in the USA, Europe and Asia Pacific, and serves customers in more than 100 countries worldwide. For more information, visit Kornit Digital at www.kornit.com.

About FIT

The Fashion Institute of Technology, a college of the State University of New York, has been a leader in career education in art, design, business, and technology for 70 years. With a curriculum that provides a singular blend of hands-on, practical experience, classroom study, and a firm grounding in the liberal arts, FIT offers a wide range of outstanding programs that are affordable and relevant to today's rapidly changing industries. Internationally renowned, FIT draws on its New York City location to provide a vibrant, creative community in which to learn. The college offers nearly 50 majors and grants AAS, BFA, BS, MA, MFA, and MPS degrees, preparing students for professional success and leadership in the global marketplace. Visit fitnyc.edu.

About Fanatics

Fanatics is the market leader for authentic, officially licensed sports merchandise and offers the world's largest collection of timeless and timely gear from every pro and college team. A top 50 Internet Retailer Company, Fanatics comprises the broadest online assortment by offering hundreds of thousands of officially licensed items via its Fanatics (www.fanatics.com) and FansEdge (www.fansedge.com) brands, as well as the largest selection of sports collectibles and memorabilia through Fanatics Authentic (www.fanaticsaauthentic.com). A multi-channel company, Fanatics operates more than 300 online and offline stores, including the e-commerce business for all major professional sports leagues (NFL, MLB, NBA, NHL, NASCAR, PGA), major media brands (NBC Sports, CBS Sports, FOX Sports) and more than 150 collegiate and professional team properties. The company's

in-venue and event retail portfolio includes the NBA, NHL, NASCAR, Texas Longhorns, LSU Tigers, Arizona Coyotes and New Jersey Devils, allowing fans to experience a seamless shopping experience across online, mobile and physical store locations.

Investor Contact:

Michael Callahan, ICR

(203) 682-8311

Michael.Callahan@icrinc.com

Press contact:

Oliver Luedtke

Head of Global PR

Tel. +49 211 200 55 200

oliver.luedtke@kornit.com



Kornit Digital Ltd