



## "Wocket™ In Your Pocket" Celebrity Ad Campaign for Wocket Smart Wallet Continues with Former World Champion Boxer Vinny Paz

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### Vinny Paz Follows Celebrity Shoot with Joey Fatone

SHELTON, Conn., Aug. 15, 2014 /PRNewswire/ -- NXT-ID, Inc., (OTCQB: NXTD) a biometric authentication company focused on the growing m-commerce market releases the second photos for the "Wocket in Your Pocket" celebrity ad campaign, featuring former boxer and world champion in the lightweight and light middleweight weight classes, Vinny Pazienza (PAZ) .



The photos were taken August 14<sup>th</sup> in Rhode Island. ([www.facebook.com/wocketwallet](http://www.facebook.com/wocketwallet))

The celebrity ad campaign is part of the ongoing 'Get to Know Wocket' marketing ad campaign for the company's biometrically secured smart wallet. Other well-known celebrities, musicians and sports stars will be photographed on location with Wockets in their Pockets. The first celebrity photos featured former 'N Sync star Joey Fatone.

Vinny Paz is currently the subject of a major motion picture in the works, executive produced by movie legend Martin Scorsese. *Bleed for This* tells the true-life story of 5-time world champion Rhode Island boxer Vinny Pazienza as he recovers from a near fatal car accident that left him with a broken neck. He then goes on to win three additional world boxing titles, creating one of the most incredible comebacks in boxing.

Aaron Eckhart, a Golden Globe nominated actor will take on the role of Paz's boxing trainer, Kevin Rooney. His movies include: *The Dark Knight*, *Olympus Has Fallen* and *I, Frankenstein*.

Actor Miles Teller with roles in films including: *The Spectacular Now*, *21 & Over*, *Project X*, and who is currently starring in *That Awkward Moment*, will take on the lead role of boxer Vinny Paz.

CEO Gino Pereira said, "We are delighted that notable celebrities from movies, music and sports are excited about the Wocket and are willing to lend their support to get the word out about putting a wocket in your pocket! They certainly give a level of comfort and familiarity to a consumer that is still learning about the Wocket in our current advance ordering phase. We look forward to putting Wockets in the consumer's pocket this fall."

See the Wocket Facebook page for more photos and details at [www.facebook.com/wocketwallet](http://www.facebook.com/wocketwallet).

Wocket™ is a smart wallet, the next evolution following the smart phone and smart watch. NXT-ID is introducing its innovative, patent-pending Wocket™ as the next natural step in the evolution of smart devices. Wocket™ is a next generation smart wallet designed to protect your identity and replace all the cards in your wallet, with no smart phone required. The Wocket works anywhere credit cards are accepted and only works with your biometric stamp of approval.

Credit, debit, ATM, loyalty, gift, ID, membership, insurance, ticket, emergency, medical, business, contacts, coupon, and virtually any card can be protected on Wocket™. More than 10,000 cards, records, coupons, etc. and 100 voice commands can also be stored on Wocket™.

Wocket™ is now available for advance ordering at [www.wocketwallet.com](http://www.wocketwallet.com) at a price of \$149.99.

The full Wocket product FAQ is available to consumers and media at [www.nxt-id.com/wocket-faq](http://www.nxt-id.com/wocket-faq).

### About NXT- ID Inc. - Mobile Security for a Mobile World

NXT-ID, Inc.'s (OTCQB: NXTD) innovative MobileBio™ solution mitigates consumer risks associated with mobile computing, m-commerce and smart OS-enabled devices. The company is focused on the growing m-commerce market, launching its innovative MobileBio™ suite of biometric solutions that secure consumers' mobile platforms led by the **Wocket™**, a next generation smart wallet designed to replace all the cards in your wallet, no smart phone required. The Wocket works anywhere credit cards are accepted and only works with your biometric stamp of approval. [www.wocketwallet.com](http://www.wocketwallet.com)

NXT-ID's wholly owned subsidiary, 3D-ID LLC, is engaged in biometric identification that has 22 licensed patents in the field of 3D facial recognition [www.nxt-id.com](http://www.nxt-id.com), [www.3d-id.net](http://www.3d-id.net).

### Forward-Looking Statements for NXT-ID

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements reflect management's current expectations, as of the date of this press release, and involve certain risks and uncertainties. Forward-looking statements include statements herein with respect to the successful execution of the Company's business strategy. The Company's actual results could differ materially from those anticipated in these forward-looking statements as a result of various factors. Such risks and uncertainties include, among other things, our ability to establish and maintain the proprietary nature of our technology through the patent process, as well as our

ability to possibly license from others patents and patent applications necessary to develop products; the availability of financing; the Company's ability to implement its long range business plan for various applications of its technology; the Company's ability to enter into agreements with any necessary marketing and/or distribution partners; the impact of competition, the obtaining and maintenance of any necessary regulatory clearances applicable to applications of the Company's technology; and management of growth and other risks and uncertainties that may be detailed from time to time in the Company's reports filed with the Securities and Exchange Commission.

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