



NXT-ID CNBC Ad Schedule for Wocket™ Smart Wallet to Resume for September Targeting New York and Los Angeles Markets

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SHELTON, Conn., Aug. 28, 2014 /PRNewswire/ -- NXT-ID, Inc., (OTCQB: NXTD) a biometric authentication company focused on the growing m-commerce market, announces the 30 second spots on CNBC for its next generation smart wallet, Wocket™ will resume in September, starting with targeted New York financial markets.

The CNBC advertisements will air daily during prime-time morning and afternoon programs.

NXT-ID's CEO Gino Pereira said, "We are continuing our successful national ad campaign with a more targeted regional approach to markets that have a high propensity to embrace our smart wallet biometric payment technology. Focusing on a financial audience with a higher daily frequency of the 30 second spots will create more brand awareness as we commence our first shipments to consumers this fall. We will follow the New York and Los Angeles market ads with select cities across the U.S. as we continue to introduce the Wocket to consumers."

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.ocketwallet.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.

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.ocketwallet.com.

NXT-ID's wholly owned subsidiary, 3D-ID LLC, is engaged in biometric identification has 22 licensed patents in the field of 3D facial recognition www.nxt-id.com, 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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