



## **NXT-ID Marketing Initiatives for Wocket™ Smart Wallet Include CNBC Ads and 2015 CES (Consumer Electronics Show)**

September 25, 2014

SHELTON, Conn., Sept. 25, 2014 /PRNewswire/ -- NXT-ID, Inc. (NASDAQ: NXTD), a biometric authentication company focused on the growing mobile commerce market, issues the following marketing update for the Wocket™ smart wallet.

The Company will be increasing its tactical and strategic marketing plans to spread consumer awareness as well as introduce wocket and wocket number encryption to financial institutions that issue credit and debit cards. The Company also intends to start a merchant education program about the many convenient and secure features of Wocket.

The Company will be exhibiting at the upcoming 2015 International CES (Consumer Electronics Show®), the world's gathering place for all who thrive on the business of consumer technologies, to be held in Las Vegas, January 6-9, 2015. "CES has long been recognized as the showcase for the best innovations in electronics," said Gino Pereira, CEO of NXT-ID. "It will be a fitting coming out party for Wocket!"

The Company has also resumed full national coverage of its 30 second ads on CNBC to commence starting September 29<sup>th</sup>. The ads will air on Squawk Box, Fast Money and Mad Money.

Additionally the Company will roll out a new online social media ad series to follow the theme of previous ads and contests under the umbrella of the "Celebrity Wocket in a Pocket" campaign. The new ads will be a series of videos, photos of average guys (#these guys) becoming celebrities as they go out on the town with their Wockets. The campaign, "Anyone can be a celebrity with a Wocket in their pocket" will run for 6-8 weeks, closing with "these guys" meeting and greeting real life celebrities including the already photographed N'Sync artist, Joey Fatone and world champion boxer, Vinny Paz with their Wockets.

The Company is also looking at specific campaigns for the upcoming Holiday season targeting wocket as an ideal gift for the holidays.

On the strategic side, the Company is meeting with card issuers to promote the benefits of encrypted wocket numbers. Wocket numbers provide one time encrypted card numbers similar to EMV technology which is being introduced into the financial system in the United States. The immediate benefit of partnering with Nxt-ID to use wocket numbers for payment is that wocket does not require any special, new, POS terminals to work. In the United States where there are 10 million payment terminals, over 60% are currently dial-up terminals. (Gao Research). Partnering with Wocket will allow for faster adoption of encrypted or "tokenized" transactions making the use of credit cards much safer.

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. 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 <http://nxt-id.com/wocket-faq>.

### **See the Company CNBC ads online:**

[http://www.youtube.com/watch?v=8k.Jid\\_JAbhg](http://www.youtube.com/watch?v=8k.Jid_JAbhg)

<http://www.youtube.com/watch?v=qRxloq-n8Ks>

See N'Sync Star and "Dancing with the Stars" Second Place Winner, Joey Fatone, with a Wocket: <https://www.facebook.com/wocketwallet>.

See former World Champion Boxer Vinny Paz with a Wocket: <https://www.facebook.com/wocketwallet>.

### **About CES:**

The International CES is the world's gathering place for all who thrive on the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for more than 40 years—the global stage where next-generation innovations are introduced to the marketplace. As the largest hands-on event of its kind, CES features all aspects of the industry. And because it is owned and produced by the Consumer Electronics Association (CEA), the technology trade association representing the \$211 billion U.S. consumer electronics industry, it attracts the world's business leaders and pioneering thinkers to a forum where the industry's most relevant issues are addressed.

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

NXT-ID, Inc.'s 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. <http://www.wocketwallet.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 <http://www.nxt-id.com>, <http://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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