



## CNBC Commercial Airings for Wocket Smart Wallet October 2nd and 3rd

October 2, 2014

SHELTON, Conn., Oct. 2, 2014 /PRNewswire/ -- NXT-ID, Inc. (NASDAQ: NXTD), a biometric authentication company focused on the growing mobile commerce market, announces the airings for the national 30 second ads on Squawk Box, Fast Money and Mad Money.

The national ads resumed airing Monday September 29<sup>th</sup> running all week and will air October 2<sup>nd</sup> and October 3<sup>rd</sup> during market hours for interested investors and consumers.

The continuing ads that began airing on CNBC prior to the marketing launch in May at the Plaza Hotel are part of ongoing marketing initiatives introducing the unique features and benefits of 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. can also be stored on Wocket™.

Wocket™ is now available for advance ordering at [www.ocketwallet.com](http://www.ocketwallet.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=8kLid\\_JAbhg](http://www.youtube.com/watch?v=8kLid_JAbhg)

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

### 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.ocketwallet.com>

NXT-ID's wholly owned subsidiary, 3D-ID LLC, is engaged in biometric identification and 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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