



NXT-ID, Inc. Launches New Corporate Website As Part Of Ongoing 2015 Branding Initiatives For Wocket Smart Wallet

January 26, 2015

OXFORD, Conn., Jan. 26, 2015 /PRNewswire/ --NXT-ID, Inc. (NASDAQ:NXTD and NXTDW) ("NXT-ID" or the "Company"), a biometric authentication company focused on the growing mobile commerce market, announces the launch of a new corporate website (<http://www.nxt-id.com/>) as part of its 2015 marketing and branding initiatives for the Wocket™ smart wallet. The Company launched its new consumer website for Wocketwallet.com earlier this month.

Gino Pereira, CEO of NXT-ID said, "Our new corporate website naturally showcases our premiere consumer product Wocket™, the world's first smart wallet, and also highlights some of our other products in development. We are working as hard as possible towards the release of Wocket in the near future, but also wanted to highlight our capabilities in other biometric and authentication applications. In particular, voice recognition and facial recognition for mobile devices takes biometric authentication beyond the fingerprint and closer to how we identify people every day; namely through hearing them or seeing them. We will turn our attention to getting these products launched later in 2015."

Wocket is a 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.

All your credit, debit, loyalty, gift, ID, membership, insurance, tickets, medical information, passwords, coupons, and virtually any other card can be protected on Wocket.

See the Wocket FAQ at www.wocketwallet.com.

About NXT- ID Inc. - Mobile Security for a Mobile World: (NXTD) (NXTDW):

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 **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' 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.

Contact:

Corporate info: info@nxt-id.com

Investors:

investors@nxt-id.com

Media:

D. Van Zant

1-800-665-0411

press@nxt-id.com

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/nxt-id-inc-launches-new-corporate-website-as-part-of-ongoing-2015-branding-initiatives-for-wocket-smart-wallet-300025347.html>

SOURCE NXT-ID, Inc.