



NXT-ID, Inc. Launches Sales Campaign for Q4 Holiday Season With Award Winning Marketing Team for Its Biometric Smart Wallet, 'Wocket'

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OXFORD, CT -- (Marketwired) -- 08/18/15 -- NXT-ID, Inc. (NASDAQ: NXTD) ("NXT-ID" or the "Company"), a biometric authentication company focused on the growing mobile commerce market and creator of the Wocket® smart wallet, announces its new sales campaign for Q4 2015. The new marketing campaign is being spearheaded by an award winning marketing team consisting of Amplitude Marketing Group (<http://amplidemarketing.com/>) and TPMG (<http://tmpg.com/>).

Amplitude Marketing Group is a full service marketing agency specializing in Branding and Identity, Retail-Driven Marketing, Brand Experiences, and creative/design services. Their client list includes PepsiCo, Pure Leaf, Lipton, Blount Fine Foods, PRAI Beauty and Schick/Edgewell Personal Care.

TPMG is a multi-award winning marketing agency that has launched campaigns for companies including Harley-Davidson, Dish and Oscar Mayer.

The marketing and brand awareness campaign for Wocket will kick off the week of August 17th and run through the holiday retail sales season and follow into January 2016 with the annual Consumer Electronics Show (CES).

Gino Pereira, Chief Executive Officer of NXT-ID, Inc. said, "Having shipped initial quantities of Wocket and refined our production and supply chain, we are gearing up for the holiday season. We have retained some of the best marketing talent in the industry to brand Wocket as 'the smartest wallet you will ever own' and to spread broad awareness about the product. Getting the right message to the right consumers is imperative."

He went on to say, "We have listened to consumer feedback about Wocket and adjusted the retail pricing and made some software upgrades to ensure that we are offering the best product at the best price as we head into the holiday season. We have also made significant inroads into developing strategic relationships with well-known retailers to carry the Wocket smart wallet this fall, and we are confident and prepared as we expand into full retail rollout of Wocket for the holiday season."

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

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. Wocket was recognized as one of the top technology products at CES 2015 by multiple media outlets including Wired.com. The Wocket works most anywhere credit cards are accepted and only works with your biometric stamp of approval or passcode. <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/>.

Buy Wocket® for \$179 at www.ocketwallet.com.

See the full Wocket® FAQ at: <http://ocketwallet.com/pages/faq>.

Product images are available for media at: <http://press.nxt-id.com>.

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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