



## **NXT-ID's Wocket Smart Wallet Accepted by Amazon Launchpad for Retail Sales; Expected to Add to Continued Sales Growth**

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OXFORD, Connecticut, September 18, 2015 /PRNewswire/ --

NXT-ID, Inc. (NASDAQ:NXTD) ("NXT-ID" or the "Company"), a biometric authentication company focused on the growing mobile commerce market, announces the Wocket® smart wallet has been accepted to retail on Amazon through its Launchpad program.

Amazon Launchpad was announced in July 2015 as a new program for certain qualifying companies that fosters innovative new products from emerging brands. For these companies Amazon offers Brand Development on a special store, customer reach through Amazon's most powerful marketing tools and global expansion when the brands are ready. Feedback from participant companies and their institutional investors has been overwhelmingly positive.

The official retail launch date for the Wocket® SmartWallet on Amazon will be announced shortly.

Gino Pereira, Chief Executive Officer of NXT-ID, Inc. said, "We are looking forward to offering Wocket on Amazon Launchpad. This platform features some of the more innovative products available anywhere in the world today and we are happy to be part of their offering. Amazon is one of the leading retailers in the US and helps us to gain access to millions of consumers who are concerned with identity theft and are looking for a convenient way to securely store all their payment information."

He went on to say, "Sales in the third quarter of this year have increased substantially over the second quarter, when we launched Wocket and we expect this trend to continue as we head into the holiday season. The marketing campaign we recently announced is creating Wocket brand recognition and our Touch of Modern offering is very successful with over 100,000 views in just 2 days."

Launchpad features everything from Electronics to Kitchen to Beauty items. To shop at the Amazon Launchpad store, visit <http://www.amazon.com/launchpad>.

Wocket® is the smartest wallet you'll ever own. Designed to protect your identity and replace your old wallet, simply swipe and save your cards into Wocket once and they are immediately secured with pin and biometric voice print technology. Without ever needing a smartphone, you can choose a card from the touch screen and Wocket programs its single, smart card (Wocket Card) to match your selection. From there, you just swipe as you normally would virtually anywhere that credit cards are accepted today.

All your credit, debit, loyalty, gift, ID, membership, insurance, medical information, passwords, and other information can be protected on Wocket®.

Buy Wocket® at <http://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>

### **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/>

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.

NXT- ID Inc Contact:

Corporate info:  
[info@nxt-id.com](mailto:info@nxt-id.com)

Investors:

[investors@nxt-id.com](mailto:investors@nxt-id.com)

Media:

D. Van Zant

1-800-665-0411

[press@nxt-id.com](mailto:press@nxt-id.com)

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