



## NXT-ID, Inc. Announces Collaboration with Celebrity Joey Fatone

October 22, 2015

### NSYNC Member to Feature in Marketing Campaign and Special Appearance at January 2016 Consumer Electronics Show

OXFORD, Connecticut, October 22, 2015 /PRNewswire/ --

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 a one year collaboration with well-known celebrity Joey Fatone.

(Photo: <http://photos.prnewswire.com/prnh/20151022/279521> )

(Photo: <http://photos.prnewswire.com/prnh/20151022/279522> )

As a member of NSYNC from 1995 to 2002, Joey was part of one of the most popular and successful singing groups of the late 90's and early 2000's. They sold over 50 million albums and still have a dedicated global fan base.

He also became a nationwide family favorite for his dancing on Dancing With The Stars in 2007 - Season 4 and Dancing With The Stars: All-Stars in 2012 - Season 15.

Other career highlights include movie credits in My Big Fat Greek Wedding in 2002 and Inkubus in 2011, as well as lead roles on Broadway as Mark Cohen in RENT and Seymour Krelborn in Little Shop of Horrors. Additionally, he will reprise his role as Angelo in the 2016 release of My Big Fat Greek Wedding 2. For a full list of movies and music credits visit: <http://www.joeyfatone.com/index.html>

The collaboration will consist of a series of personal appearances, photo ads featuring Joey with the Wocket, a 30-60 video commercial for broadcast and online, media and social media promotions and a special appearance at the Consumer Electronics Show (CES) in Las Vegas in January 2016.

Gino Pereira, Chief Executive Officer of Nxt-ID, Inc. said, "We are delighted to welcome Joey to the Wocket family. He is one of the most likable and well known celebrities today and his brand and unique sense of humor will help us to bring Wocket to an ever wider audience. We are continuing to actively build out our team with world class individuals including recently announced advisory board member William Fields, former President and CEO of Wal-Mart Retail Stores Division and Stanley Washington, executive board member, former Regional Vice President and General Manager of the Western United States for American Express."

"I'm excited to collaborate with NXT-ID," said Joey Fatone "I appreciate Wocket's convenience as well as the exceptional security features. As a frequent traveler it's reassuring to know that my personal information is safe and secure."

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 virtually any other information can be protected on Wocket®.

Buy Wocket® at <http://www.ocketwallet.com>

See the full Wocket® FAQ at: <http://wocketwallet.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 almost anywhere credit cards are accepted and only works with your biometric stamp of approval or passcode. <http://www.ocketwallet.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.

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)  
<end-indent>

SOURCE NXT-ID, Inc.