



## **Wocket Smart Wallet Consumer Ads and NXT-ID Technology Ads to Broadcast in New York Markets Starting Week of March 21**

March 14, 2016

### **Commercial featuring Joey Fatone to be promoted in Social Media Campaign**

MELBOURNE, Florida, March 14, 2016 /PRNewswire/ --

NXT-ID, Inc. (NASDAQ:NXTD) ("NXT-ID" or the "Company"), a company focused on the growing mobile commerce market, announces the airing of a new series of commercials on Time Warner Cable New York channels starting the week of March 21<sup>st</sup>. The commercials will air on Bloomberg TV, Fox Business News and CNBC, including its popular Squawk on the Street show.

The commercials airing will include a Wocket smart wallet consumer 30-second spot and a corporate ad that presents technology solutions that highlight some of the Company's core capabilities.

Gino Pereira, CEO of NXT-ID explains, "2016 will see a broadening of our revenue base beyond Wocket, as we exploit the breadth of our technology and capabilities. The first example of this is the development of the WorldVentures DreamTrips™ smart card. This will be followed by other significant partnerships. As such, we wanted to invite investors to look at the broad range of what the Company has to offer through a corporate video."

**Corporate video on YouTube:** <https://www.youtube.com/watch?v=n2WYXclfWJ8>

The Wocket consumer commercial, to run first in the series, zooms in on four young consumers with Wockets in their pant pockets and cheekily asks, "Do you Wocket?" Secure and convenient, the commercial reminds the audience that Wocket® is the smartest wallet you will ever own.

**See the "Do you Wocket?" Video on YouTube:** [https://www.youtube.com/watch?v=O9SS\\_T\\_03xl](https://www.youtube.com/watch?v=O9SS_T_03xl)

Simultaneously, celebrity Joey Fatone is featured in a Wocket commercial on YouTube that will run on social media ads. The singer, dancer, actor and television personality shares how the Wocket smart wallet makes travelling safe and convenient for him.

**See the Joey Fatone Video on YouTube:** [https://youtu.be/\\_LGFocT9x4k](https://youtu.be/_LGFocT9x4k)

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.

Joey co-starred in My Big Fat Greek Wedding in 2002 and will recreate his character and appear in My Big Fat Greek Wedding 2, to be released in 2016.

He also appeared in Dancing with the Stars in 2007 - Season 4 and Dancing with the Stars: All-Stars in 2012 - Season 15.

Wocket® is the smartest wallet you will ever own. Designed to protect your identity and replace your old wallet, simply save your cards into Wocket once and they are immediately secured. You can choose a card from the touch screen and Wocket programs its single, smart card (Wocket Card) or uses its NFC touch to pay technology to match your selection. Your Wocket can be used virtually anywhere that credit cards are accepted today. Wocket can also display a variety of barcodes.

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

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 solutions that secure consumers' mobile platforms. For more information, please visit <http://www.nxt-id.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://3d-id.net/>

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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