

NXT-ID Announces Upcoming Wocketâ,,ç In Your Pocket Celebrity Ad Campaign for Smart Wallet; Follow-up to 'Show us Your Wallet' Consumer Contest

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Move over old Bulky Wallets: Smart Money Chooses Smart Wallets

SHELTON, Conn., Aug. 1, 2014 /PRNewswire/ -- NXT-ID, Inc., (OTCQB: NXTD) a biometric authentication company focused on the growing m-commerce market, announces its upcoming celebrity "Wocket in Your Pocket" celebrity ad campaign to commence following the official closing of the currently running "Show Us Your Wallet" consumer contest.

Well-known celebrities will be photographed on location with the first Wockets in their Pockets. Famous actors, producers, directors and musical artists will show their fans on social media how they are replacing their old wallets with a high-tech biometrically secure smart wallet.

The celebrity online and social media ad campaign follows on the theme of the consumer contest; the old bulky wallet has seen its day!

The currently running Wocket smart wallet Facebook photo contest invites participants to send in images of their aging, ugly, overstuffed and over-used wallets. Participant photos can be viewed at <http://www.facebook.com/wocketwallet>.

The Wocket team will choose the best photo examples of outdated wallets to win one of 10 Signature Series Wocket smart wallets and \$150 MasterCard gift card prize pack. The competition closes August 17, 2014.

To get involved now, enter on:

Facebook: <http://www.facebook.com/wocketwallet>

OR direct link <http://www.woobox.com/nhnpes>.

Twitter: Tweet your wallet photo with hashtag #needawocket

Instagram: Share your wallet photo with hashtag #needawocket

See the Wocket Facebook page for more details <http://www.facebook.com/wocketwallet>.

Wocketâ,,ç is a smart wallet, the next evolution following the smart phone and smart watch. NXT-ID is introducing its innovative, patent-pending Wocketâ,,ç as the next natural step in the evolution of smart devices. Wocketâ,,ç is a next generation 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.

Credit, debit, ATM, loyalty, gift, ID, membership, insurance, ticket, emergency, medical, business, contacts, coupon, and virtually any card can be protected on Wocketâ,,ç. More than 10,000 cards, records, coupons, etc. and 100 voice commands can also be stored on Wocketâ,,ç.

Wocketâ,,ç is now available for advance ordering at www.wocketwallet.com at a price of \$149.99.

The full Wocket product FAQ is available to consumers and media at <http://nxt-id.com/wocket-faq/>

About NXT- ID Inc. - Mobile Security for a Mobile World

NXT-ID, Inc.'s (OTCQB: NXTD) innovative MobileBioâ,,ç 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 MobileBioâ,,ç suite of biometric solutions that secure consumers' mobile platforms led by the **Wocketâ,,ç**; 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 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.

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