

NXT-ID Video for Wocketâ,,ç Smart Wallet to Air on American Airlines Exec TV and Travel and Lifestyle TV in October and November

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SHELTON, Conn., July 30, 2014 /PRNewswire/ -- NXT-ID, Inc., (OTCQB: NXTD) a biometric authentication company focused on the growing m-commerce market, announces a video featuring its next generation smart wallet, Wocketâ,,ç will air on American Airlines, in-flight entertainment for the months of October and November.

ExecTV and Travel & Lifestyle TV airs to both first class and business travellers featuring all the latest innovations and information that will affect their business, their travel and their lifestyle. The NXT-ID, Inc. segment will show them how the biometrically secure Wocket Wallet and Wocket card can replace all their credit cards in their wallet and prevent identity theft.

The company also recently ran CNBC advertisements on Squawk Box and Fast Money Half Time addressing the same theme.

Gino Pereira, CEO of NXT-ID said, "Our ongoing marketing campaign to introduce Wocket as the smartest wallet consumers will own is being spread across a variety of platforms from TV, to radio, online, social media and now in-flight venues. Because Wocket is a product for both men and women of all ages that are concerned with identity theft, we have to address a large and varied audience."

He went on to say, "We are reaching out to a large consumer base through ongoing media coverage. We were very excited to see the Wocket reviewed in a Consumer Affairs article on July 11th, together with other media articles."

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 <http://www.wocketwallet.com> at a price of \$149.99.

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

About Exec TV

Exec TV is a hip, smart, cutting edge show reaching an affluent, savvy and fashionable audience. Featuring all the latest innovations and information that will affect their business, their travel, their style and their life. We follow all the latest creations and buzz, whether it be trends in business solutions, investments, philanthropy, technology, travel destinations, hotels, restaurants, accessories, architecture & design, health, spas, salons, automobileâ€ and more because the truth isâ€ our awareness of the world around us and the choices at our fingertips affect every decision we make each day.

Consumer Affairs: July 11th

Wocket Wallet: Is it the wallet of the future?

Digital device holds all your cards and encrypts the data <http://www.consumeraffairs.com/news/wocket-wallet-is-it-the-wallet-of-the-future-071114.html>.

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

NXT-ID, Inc.'s (OTCQB: NXTD) 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 the **Wocket**, 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's wholly owned subsidiary, 3D-ID LLC, is engaged in biometric identification that has 22 licensed patents in the field of 3D facial recognition <http://www.nxt-id.com>, <http://www.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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