



## CNBC Ads for Wocket™ Smart Wallet Run Sep 6th to Sep 14th in New York Markets

September 8, 2014

### Ad Focuses on Wocket Consumer Protection of Private Information and Identity

SHELTON, Conn., Sept. 8, 2014 /PRNewswire/ -- NXT-ID, Inc., (OTCQB: NXTD) a biometric authentication company focused on the growing m-commerce market, announces the 30 second spots on CNBC for its next generation smart wallet, Wocket™ have been scheduled to air from Sep 6th, to Sep 14<sup>th</sup> daily in New York markets.

The CNBC commercials air during prime-time morning and afternoon programs, averaging four to five spots daily.

The commercial tells consumers that wocket "stores your credit cards, your loyalty cards, and your private information; so that only you can use them."

NXT-ID's CEO Gino Pereira said, "We continue to roll out our ads in selected target markets with our 30 second ads to build brand awareness for Wocket™, which functions completely differently from any other digital wallet on the market currently. Wocket™ creates a personal vault for each consumer protecting their identity on multiple levels and is completely separate from a smartphone. With the rising concern over credit card security and the recent breaches with high profile brands like Home Depot, credit card issuers are accelerating efforts to tokenize transactions by using encryption technologies. Visa and MasterCard are promoting a new security standard called EMV which this encryption standard is based on. Wocket is perfectly placed to be a part of this new push towards encryption with our wocket numbers which provide similar encryption and can be used on existing point of sale terminals. The significance of that is that even retailers that have not yet purchased the new advanced point of sale terminals can benefit from Wocket encryption technologies."

Wocket™ is a smart wallet, the next evolution following the smart phone and smart watch. NXT-ID is introducing its innovative, patent-pending Wocket™ as the next natural step in the evolution of smart devices. Wocket™ 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 Wocket™. More than 10,000 cards, records, coupons, etc. can also be stored on Wocket™.

Wocket™ is now available for advance ordering at [www.wocketwallet.com](http://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>.

See the commercial at [https://www.youtube.com/watch?v=8kLid\\_JAbhg](https://www.youtube.com/watch?v=8kLid_JAbhg).

### 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://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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