



NXT-ID's Wocket Smart Wallet to Launch New CNBC Regional TV Ad Campaign

March 23, 2015

OXFORD, Conn., Mar. 23, 2015 /PRNewswire/ --NXT-ID, Inc. (NASDAQ:NXTD) ("NXT-ID" or the "Company"), a biometric authentication company focused on the growing mobile commerce market, announces its biometric payment technology, the Wocket® smart wallet, will start a new advertising campaign on CNBC television starting March 30th.

The new 30 second ads will commence airing in New York markets.

Gino Pereira, Chief Executive Officer said: "We are excited about our new ad campaign following the recent initial shipment of Wocket smart wallets. We believe consumers are ready to embrace our secure payment technology and as David Tunnell, our CTO, says in the ad, we're excited to put a wocket in your pocket."

Watch the 30 second ad on Youtube.com:

<https://www.youtube.com/watch?v=R5DVkqsl8PM&feature=youtu.be>

Wocket is a smart wallet designed to protect your identity and replace all the cards in your wallet, with no smart phone or cloud required. Wocket works anywhere credit cards are accepted and only works with your biometric stamp of approval.

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

Order your Wocket by invitation at www.wocketwallet.com

About NXT- ID Inc. - Mobile Security for a Mobile World: (NXTD) (NXTDW):

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 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 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.

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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/nxt-ids-wocket-smart-wallet-to-launch-new-cnbc-regional-tv-ad-campaign-300054172.html>

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