



NXT-ID Expands TV Ad Campaign for Wocket Smart Wallet

March 31, 2015

OXFORD, Conn., Mar. 31, 2015 /PRNewswire/ -- NXT-ID, Inc. (NASDAQ:NXTD) ("NXT-ID" or the "Company"), a biometric authentication company focused on the growing mobile commerce market, announces it has expanded its current TV ad campaign for the Wocket® smart wallet to include new markets and channels.

The 30 second ads are currently airing in the New York market on CNBC and will now roll out into Los Angeles select zones. Additionally the ads will run on Fox Business and Bloomberg channels in both regions.

Gino Pereira, Chief Executive Officer, said, "This new 30 second spot is our third in a series of TV ads we have created to educate consumers and build brand awareness for Wocket. We plan to increase our overall consumer awareness campaign over the spring as we begin to ship to our remaining pre-order customers."

He went on to say, "We are getting great feedback from our early access pre-order customers who are now using their Wockets for day-to-day transactions. Wocket is working well and has been well accepted by cashiers at the POS terminals where they have been used. We are seeing a significant increase in the number of sign-ups for our Wocket invitation list and are very excited to see momentum building for our unique secure payment technology. Consumers can see the value that a smart wallet like the Wocket brings to their everyday lives."

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.ocketwallet.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.ocketwallet.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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