



NXT-ID, Inc Announces William Fields (former CEO of Wal-Mart Retail Stores Division) Appointed to Advisory Board

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Retail Veteran William Fields to Assist With National Roll-Out of Wocket Smart Wallet

OXFORD, CT -- (Marketwired) -- 09/30/15 -- NXT-ID, Inc. (NASDAQ: NXTD) ("NXT-ID" or the "Company"), a biometric authentication company focused on the growing mobile commerce market, announces that retail veteran William Fields, former President and CEO of Wal-Mart Retail Stores Division and Chief Executive Officer of Blockbuster Entertainment Group, a division of Viacom, Inc, has joined its Advisory Board.

During his 25-year career with Wal-Mart, Mr. Fields held numerous senior executive positions within the organization, including Assistant to Wal-Mart Founder, Sam Walton; Senior Vice President of Distribution and Transportation; and Executive Vice President of Wal-Mart, Inc. culminating in the role of President and Chief Executive Officer of the Wal-Mart Retail Stores Division. Mr. Fields was responsible for over 2,000 stores and 300,000 employees, generating ~\$68 billion in annual revenues.

Mr. Fields stated, "With all of the recent payment card breaches and day-to-day consumer concerns over identity theft, Wocket is a timely cutting edge solution combining both security and convenience. What sets NXT-ID's technology apart is the flexibility that they have developed that can accommodate a variety of protected payment methods on different payment platforms. This allows their users to remain current and secure as the payment industry is going through a period of rapid evolution and allows consumers to pay with the most convenient payment method of their choice. I look forward to assisting the management team in their efforts to transition from an innovative new technology to widespread consumer acceptance via major retailers."

Gino Pereira, Chief Executive Officer, said, "We are honored to have Bill join our Advisory Board and guide us to a new level of consumer awareness and retail exposure. His retail experience is unparalleled and will open doors for Wocket at a much faster pace. His engagement and ability to add value across retail, payment services and low cost manufacturing immediately elevates NXT-ID's execution capability in these critical areas."

Mr. Fields joins a notable advisory board consisting of:

Mr. Lawrence Flanagan - President and CEO of AARP Member Services and formerly the Executive Dean at the University of New Haven College of Business. Flanagan is regarded as one of the most accomplished global marketing leaders in the country.

Prior to his career in academia, he spent nearly three decades in corporate America as an executive at MasterCard Worldwide, the Procter & Gamble Company and L'Oreal USA. As the global chief marketing officer at MasterCard, he managed a \$1.5 billion budget, directed marketing strategies in more than 50 countries and helped launch the company's hugely successful, "Priceless" advertising campaign. He also established strategic partnerships with Major League Baseball, the PGA Tour and Champions League soccer in Europe and was part of the executive team that spearheaded MasterCard's highly successful initial public offering in 2006.

Mr. Ken Moy - Director of Global Payments and Emerging Commerce at Subway. He was formerly senior vice president and Group Head of US Emerging Payments at MasterCard Worldwide.

Moy has extensive experience in large-scale rollouts, partnerships, corporate development, strategic planning, business administration and product management. He launched MasterPass, the firm's digital wallet solution and important pillar to overall strategy, achieving over 25,000 online merchants, and wallet distribution with over 20 financial institutions. He led an exclusive agreement with Google, Citibank and First Data to launch Google Wallet, the first commercially available mobile payment solutions. He also led an exclusive agreement with Intel for access to embedded technology in Intel PCs to deliver enhanced security and user experience for electronic ecommerce.

Wocket® is the smartest wallet you'll ever own. Designed to protect your identity and replace your old wallet, simply swipe and save your cards into Wocket once and they are immediately secured with pin and biometric voice print technology. Without ever needing a smartphone, you can choose a card from the touch screen and Wocket programs its single, smart card (Wocket Card) to match your selection. From there, you just swipe as you normally would virtually anywhere that credit cards are accepted today.

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

Buy the Wocket® at www.ocketwallet.com

See the full Wocket® FAQ at: <http://ocketwallet.com/pages/faq>

Product images are available for media at: <http://press.nxt-id.com>

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

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 most anywhere credit cards are accepted and only works with your biometric stamp of approval or passcode. <http://www.ocketwallet.com/>

NXT-ID's 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.

NXT-ID, Inc. Contact:

Corporate info: [Email Contact](#)

Investors:

[Email Contact](#)

Media:

D. Van Zant

800 665-0411

[Email Contact](#)

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