



Media Alert; Wocket Smart Wallet Announces Launch of New Commercial

December 7, 2015

OXFORD, Conn., Dec. 7, 2015 /PRNewswire/ -- Wocket® smart wallet (www.ocketwallet.com) announces the launch of a new 30 second commercial to air on Time Warner Cable New York channels including CNBC.

Additionally the new commercial will be part of an online social media marketing campaign including YouTube, Facebook, Twitter and Instagram.

The new ad plays on the 'Wocket in your Pocket' concept and is part of a wider marketing plan to gain increasing customer awareness about Wocket.

View the video on YouTube: https://www.youtube.com/watch?v=O9SS_T_03xl

Wocket is a product of NXT-ID, Inc. (NASDAQ:NXTD).

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 other information can be protected on Wocket®.

Buy 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>

Follow Wocket on Twitter: <https://twitter.com/ocketwallet>

Follow Wocket on Facebook: <https://www.facebook.com/ocketwallet>

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.

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- Video - [https://www.youtube.com/watch?v=O9SS_T_03xl]

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/media-alert-ocket-smart-wallet-announces-launch-of-new-commercial-300188749.html>

