



## Wocket Smart Wallet Launches New Social Media Video Ad Featuring Celebrity Joey Fatone

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MELBOURNE, Fla., Feb. 1, 2016 /PRNewswire/ -- Wocket® smart wallet ([www.ocketwallet.com](http://www.ocketwallet.com)) announces the launch of a new video featuring singer, dancer, actor and television personality, Joey Fatone.

The new video ad was filmed at the Consumer Electronics Show (CES2016) in Las Vegas, where Joey appeared at the Wocket booth to meet and greet fans.

The video is part of a new 2016 social media campaign roll-out for the new NFC-enabled Wocket smart wallet.

Joey tells fans how the Wocket smart wallet makes travelling safe and convenient for him. His Wocket replaces all the credit cards and debit cards in his wallet, leaving him with one secure card that acts like a personal vault with all of his information in it. Joey says, "I travel a lot and before I leave I make sure I have my Wocket because my Wocket is my wallet!"

See the Video: [https://youtu.be/\\_LGFocT9x4k](https://youtu.be/_LGFocT9x4k)

As a member of NSYNC from 1995 to 2002, Joey was part of one of the most popular and successful singing groups of the late 90's and early 2000's. They sold over 50 million albums and still have a dedicated global fan base.

Joey co-starred in My Big Fat Greek Wedding in 2002 and will recreate his character and appear in My Big Fat Greek Wedding 2, to be released in 2016.

He also appeared in Dancing With The Stars in 2007 - Season 4 and Dancing With The Stars: All-Stars in 2012 - Season 15.

In October 2015, Wocket announced a one-year collaboration with Joey Fatone to include a series of personal appearances, photo ads featuring Joey with the Wocket, a 30-60 video commercial for broadcast and online, media and social media promotions and a special appearance at the Consumer Electronics Show (CES) in Las Vegas in January 2016.

Wocket® is the smartest wallet you'll ever own. Designed to protect your identity and replace your old wallet, simply save your cards into Wocket once and they are immediately secured. You can choose a card from the touch screen and Wocket programs its single, smart card (Wocket Card) or uses its NFC touch to pay technology to match your selection. Your Wocket can be used virtually anywhere that credit cards are accepted today. Wocket can also display a variety of barcodes.

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

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

### About NXT- ID Inc. - Mobile Security for a Mobile World

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 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. <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/>

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

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:

[info@nxt-id.com](mailto:info@nxt-id.com)

Media:

D. Van Zant

1-800-665-0411

[press@nxt-id.com](mailto:press@nxt-id.com)

Video - <https://youtu.be/LGFocT9x4k>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/wocket-smart-wallet-launches-new-social-media-video-ad-featuring-celebrity-joev-fatone-300212692.html>

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