



NXT-ID Subsidiary Fit Pay to Co-sponsor Jack Daniel's® All-Star Weekend Event Hosted by Jamie Foxx

February 15, 2018

'Blame it on the Game' VIP event to raise the profile of contactless payments

MELBOURNE, Florida, February 15, 2018 /PRNewswire/ --

Fit Pay, Inc., a wholly-owned subsidiary of NXT-ID, Inc. (NASDAQ: [NXTD](#)), today announced that it is co-sponsoring the Jack Daniel's 'Blame it on the Game' VIP Party hosted by Jamie Foxx in conjunction with All-Star Weekend, February 16 - 18, 2018.

The co-sponsorship is intended to raise the profile of contactless payments within the sports and entertainment industries. A select number of guests including professional athletes, celebrities and industry executives will receive a Garmin® vivoactive 3® smartwatch customized with a Jack Daniel's watch face and loaded with Garmin Pay™ contactless payment feature powered by FitPay.

"We are extremely excited that Fit Pay, Inc., has partnered with Jack Daniel's to co-sponsor this amazing event during the 2018 All-Star Weekend in Los Angeles, CA," states Eric Gudger, Portfolio Brand Manager for Brown Forman (NYSE: BFA, BFB). "Jack Daniel's has always been at the forefront of new ideas through its various brands, and the co-branding on the Garmin vivoactive 3 timepiece is a great way for us to continue our commitment to enhance our brand with loyal consumers and tastemakers."

The 'Blame it on the Game' VIP Party hosted by Jamie Foxx is presented by Jack Daniel's. The invitation-only event will take place in Los Angeles, CA. In January, Jack Daniel's and the National Basketball Association (NBA) announced a new multiyear partnership making Jack Daniel's an official marketing partner of the NBA, the Women's National Basketball Association (WNBA), the NBA Development League (D-League), and USA Basketball. The sponsorship includes a variety of Jack Daniel's hosted events, media and hospitality programs throughout the NBA, WNBA, NBA D-League and USA Basketball. The 'Blame it on the Game' VIP Party will take place in conjunction with All-Star Weekend.

"Teaming with a lifestyle brand like Jack Daniel's really emphasizes our belief that consumers should have the freedom to pay for things in a way that fits the way they live," said Michael Orlando, President of Fit Pay, Inc. and COO of NXT-ID. "The Jack Daniel's moto 'Live Freely' closely ties to how we think about payments - free from your wallet, free from your phone."

The FitPay Payment Platform™ provides Garmin Pay and the vivoactive 3 with contactless payment capabilities and full digital wallet functionality within the Garmin Connect™ app, enabling consumers to simply tap and pay with the smartwatch at NFC-enabled POS terminals using an existing credit or debit card account. FitPay's proprietary technology platform uses tokenization, a payment security technology that replaces cardholders' account information with a unique digital identifier (a 'token'), to transact highly secure contactless payment and authentication services. This frees devices from needing to be tethered to a host device or connected to the Internet to transact payments, creating a convenient and completely frictionless payment experience. Manufacturers of 15 IoT and wearable devices are currently integrating with the FitPay Payment Platform.

About Jack Daniel's

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tenn., the Jack Daniel Distillery, Lem Motlow, proprietor, is the first registered distillery in the United States and is on the National Register of Historic Places. Jack Daniel's is the maker of the world-famous Jack Daniel's Old No. 7 Tennessee Whiskey, Gentleman Jack Rare Tennessee Whiskey, Jack Daniel's Single Barrel Tennessee Whiskey, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Sinatra Select and Jack Daniel's Country Cocktails. Today, Jack Daniel's is a true global icon found in more than 170 countries around the world and is the most valuable spirits brand in the world as recognized by Interbrand.

About Garmin International, Inc.

Garmin International, Inc., is a subsidiary of Garmin Ltd. (NASDAQ: GRMN). Garmin Ltd. is incorporated in Switzerland, and its principal subsidiaries are located in the United States, Taiwan, and the United Kingdom. Garmin and vivoactive are registered trademarks, and Garmin Pay and Garmin Connect are trademarks of Garmin Ltd. or its subsidiaries. All other brands, product names, company names, trademarks and service marks are the properties of their respective owners. All rights reserved.

About NXT-ID, Inc. and Fit Pay, Inc.

[NXT-ID, Inc.](#) (NASDAQ: NXTD) provides a comprehensive platform of technology products and services that enable the Internet of Things (IoT). With extensive experience in access control, biometric and behavior-metric identity verification, security and privacy, encryption and data protection, payments, miniaturization and sensor technologies, NXT-ID develops and markets groundbreaking solutions for payment and IoT applications. Its industry-leading technology products and solutions include MobileBio®, a suite of biometric solutions that secure consumers' mobile platforms, the [Wocket™](#) a next-generation smart wallet and the [Elye](#), a digital credit card developed in collaboration with WorldVentures.

NXT-ID includes three mobile and IoT-related subsidiaries: [LogicMark, LLC](#), a manufacturer and distributor of non-monitored and monitored personal emergency response systems ("PERS") sold through dealers/distributors and the United States Department of Veterans Affairs; [Fit Pay, Inc.](#), a proprietary technology platform that delivers end-to-end solutions to device manufacturers for contactless payment capabilities, credential management, authentication and other secure services within the IoT ecosystem, and 3D-ID LLC, which is engaged in biometric identification and authentication. Learn more about NXT-ID at <http://www.nxt-id.com>. FitPay and the FitPay Payment Platform are the sole property of Fit Pay, Inc. For NXT-ID Inc. corporate information contact: info@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.

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