



Nxt-ID Subsidiary LogicMark Expands Retail Sales of Notifi911 PERS Product

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The company's Personal Emergency Response System now available online through national retailer

SEBASTIAN, Florida, Feb. 21, 2019 /PRNewswire/ -- LogicMark, LLC, a wholly owned subsidiary of Nxt-ID, Inc. (NASDAQ: [NXTD](#)), today announced the expansion direct-to-consumer sales of Notifi911, the Company's retail Personal Emergency Response (PERS) device. [Notifi911](#), LogicMark's newest Mobile Emergency Response pendant, connects users to 911 at the touch of a button on the wearable pendant allowing them to speak directly to a 911 operator anytime and anywhere there is cellular service. The product is now available for direct-to-consumer sales through [Walmart.com](#) and can be purchased at [www.walmart.com/ip/Notifi911-Mobile-Medical-Alert-Pendant/190036398](#).

"Adding [Walmart.com](#) to our national retail distribution of Notifi911 will greatly increase the availability of this valuable personal safety device for consumers," said Stanley Washington Chief Revenue Officer and President healthcare for NXT-ID, Inc. "We are pleased to expand the direct-to-consumer sales of a product that provides safety, security and peace-of-mind at a fraction of the cost of monitored alert systems."

[Notifi911](#) is a self-contained unit that does not require a base station, landline or cellular plan, follows extensive in-store trials. There is no annual contract, no monthly charges and no monitoring fees to use the device, which offers a distinct value proposition and disruption over other monitored devices currently on the market by providing consumers with a product at less than 10 percent of the cost over the lifetime use of monitored devices offered by competitors. The Notifi911 pendant is fully rechargeable with a standby time of 3 months when fully charged. The robust design of the Notifi911 allows the pendant to get wet so it can be carried and used during outdoor activities and during heavy rain. LogicMark offers a one-year limited warranty on Notifi911.

[Notifi911](#) is now available on [Walmart.com](#) at a manufacturer suggested retail price of \$139.99.

Nxt-ID continues to be a market leader in developing groundbreaking technology in personal emergency response, home healthcare and IoT products and applications which offer low cost solutions that improve the lives of veterans and consumers by offering greater product mobility, security, safety and data connectivity.

LogicMark has a successful history of providing PERS devices to those aging in place and with medical conditions the ability to call 911 or to alert family and friends to an emergency with the simple touch of a button. The Company is a leading provider of medical alert systems that offer this emergency service without a monthly fee or annual contract. LogicMark offers both monitored and non-monitored PERS devices. Prior to the retail launch of [Notifi911](#), the Company's devices were primarily sold through dealers and medical devices distributors. LogicMark is currently the major provider of PERS to the United States Department of Veterans Affairs (VA) through direct relationships with individual VA hospitals.

About Nxt-ID, 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 [www.nxt-id.com](#). Fit Pay and the Fit Pay 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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