

"Show Us Your Wallet" and Win a Wocket Smart Wallet

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NXT-ID Announces its Consumer Facebook, Twitter and Instagram Competition for Next Generation Biometric Smart Wallet

SHELTON, Conn., July 11, 2014 /PRNewswire/ -- NXT-ID, Inc., (OTCQB: NXTD) a biometric authentication company focused on the growing m-commerce market, announces a new consumer social media competition for its next generation smart wallet, Wocketâ„¢.

On July 18th, NXT-ID will be launching a national Facebook competition called "Show me your wallet". Over four weeks, the competition will collect photos of fat, ugly wallets from participants all over the country via Facebook, Twitter and Instagram. The fatter, uglier and more uncomfortable looking the submissions, the better the chance they have of winning.

Contestants will submit photos or videos of them with their big outdated bulky wallet full of credit cards, gift cards and coupons, overflowing at the seams.

With an exciting prize pool including Wockets with preloaded MasterCard gift cards, the company is spreading the word - 'the fat wallet has had its day'.

See the Wocket Facebook page on July 18th for more details www.facebook.com/wocketwallet

Gino Pereira, CEO of NXT-ID, said, "This contest will show consumers first-hand the differences between their old wallet and a Wocket Smart Wallet and how Wocket is a sleek, convenient and secure alternative to their old wallet. A Wocket can hold all your cards, replacing them with one biometrically secure card that can only be accessed by you with your voice, PIN or a design/shape of your choice and can carry cash as well. We think this contest is a fun way to highlight the contrast between the old wallet and new Wocket technology."

NXT-ID is introducing its innovative, patent-pending Wocketâ„¢ as the next natural step in the evolution of smart devices following the smart phone and smart watch. Wocketâ„¢ is a next generation smart wallet designed to protect your identity and replace all the cards in your wallet, with no smart phone required. The Wocket works anywhere credit cards are accepted and only works with your biometric stamp of approval.

Credit, debit, ATM, loyalty, gift, ID, membership, insurance, ticket, emergency, medical, business, contacts, coupon, and virtually any card can be protected on Wocketâ„¢. More than 10,000 cards, records, coupons, etc. and 100 voice commands can also be stored on Wocketâ„¢.

Wocketâ„¢ is now available for advance ordering at www.wocketwallet.com at a price of \$149.99.

The full Wocket product FAQ is available to consumers and media at <http://nxt-id.com/wocket-faq/>

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

NXT-ID, Inc.'s (OTCQB: NXTD) innovative MobileBioâ„¢ 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 MobileBioâ„¢ suite of biometric solutions that secure consumers' mobile platforms led by the **Wocketâ„¢**; a next generation smart wallet designed to replace all the cards in your wallet, no smart phone required. The Wocket works anywhere credit cards are accepted and only works with your biometric stamp of approval.

<http://www.wocketwallet.com>

NXT-ID' wholly owned subsidiary, 3D-ID LLC, is engaged in biometric identification 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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