

Boomer Times Gets to Know NXT-ID's Next Generation Wocket Smart Wallet; Practical, Secure and Easy to Use

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"We do recognize that some members of the older generation are the ones most concerned with identity theft"- CEO Gino Pereira

SHELTON, Conn., July 24, 2014 /PRNewswire/ -- NXT-ID, Inc., (NXTD: OTCQB) a biometric authentication company focused on the growing m-commerce market, announces its next generation smart wallet, WocketSM, was recently the topic of an interview on Boomer Times. Host Anita Finley interviewed Gino Pereira, CEO of NXT-ID, on July 9th for over thirty minutes.

Mr. Gino Pereira explains how the Wocket will replace old bulky wallets full of credit cards and walks host Anita Finley through the step-by-step process of using a Wocket and its biometrically secure card, replacing a traditional credit card.

Gino tells Anita that 44% of known causes of identity theft can be traced back to stolen wallets. He goes on to share that one in ten consumers have been a victim of identity theft and how the biometric security features of the Wocket can prevent future abuse.

When Anita asks if a Wocket is for men or women he responds, "It's for everybody who wants something new and techy. It's cool but it's also very practical and helps protect your identity, keeping it in your own personal vault. "

"The young kids of course will love it but it takes us older people a little bit longer to figure out" says Host Anita Finley.

In terms of the boomer generation Gino notes the Wocket is very simple to use. "We do recognize that some members of the older generation are the ones most concerned with identity theft. They may only have a couple of credit cards or debit cards but it is great value to protect them.

Literally within a minute of reading instructions they can get two or three cards loaded on their Wocket and have it set up and ready to go."

The Wocket is currently available for advance orders at www.ocketwallet.com and shipments are scheduled to begin in September 2014.

The Boomer Times & Senior Life uses print and radio to reach over 230,000 active, affluent people. Boomer Times followers are interested in the healthy, exciting life that takes place in all of South Florida's communities (<http://www.babyboomers-seniors.com>).

Hear the full interview: <http://nxt-id.com/boomer-times-interview-gino-pereira-ceo-nxt-id>.

WocketSM 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 WocketSM. More than 10,000 cards, records, coupons, etc. and 100 voice commands can also be stored on WocketSM.

WocketSM is now available for advance ordering at www.ocketwallet.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 NewsWatch

NewsWatch is a weekly 30-minute consumer oriented television show that airs on the History Channel, FYI Network, and ION Network. NewsWatch regularly features top technology products and services, mobile applications for iOS, Android, and Windows devices, unique and beautiful travel destinations around the world, health and medical tips, and entertainment interviews on the show. NewsWatch airs on the History Channel at 6:00 – 6:30 AM ET/PT and on the FYI Network from 7:00 – 7:30 AM ET.

NewsWatch is located in the greater Washington, DC area and has been on air for over 25 years. For more information or to watch the most recent episode, visit <http://newswatchtv.com>.

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

NXT-ID, Inc.'s (OTCQB: NXTD) 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 the **Wocket™,¢** ; 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.ocketwallet.com>.

NXT-ID's 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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