

## "Wocketâ,,ç In Your Pocket" Celebrity Ad Campaign for NXT-ID's Smart Wallet Kicks off with Former 'N Sync Star and Dancing with the Stars Second Place Winner, Joey Fatone

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### See NXT-ID's CEO Gino Pereira with Joey Fatone at Wocket Facebook Page

SHELTON, Conn., Aug. 7, 2014 /PRNewswire/ -- NXT-ID, Inc., (OTCQB: NXTD) a biometric authentication company focused on the growing m-commerce market releases the first photos for the celebrity "Wocket in Your Pocket" celebrity ad campaign, featuring former 'N Sync star Joey Fatone.



Photos include Joey holding a Wocket, Joey with a Wocket in his pocket and Joey with NXT-ID's CEO Gino Pereira. These photos along with future celebrity shots can be viewed in the celebrity gallery at the Wocket Facebook page. The photos were taken August 5<sup>th</sup> in New York. (<http://www.facebook.com/wocketwallet>)

Other well-known celebrities, musicians and sports stars will be photographed on location with the first Wockets in their Pockets.

CEO Gino Pereira said "We are very excited to have Joey Fatone as our first celebrity photo with a Wocket in his pocket. Joey's fan base spans a wide age group and demographic and we could not be more thrilled to have him help build the brand awareness for the Wocket smart wallet."

Joey Fatone and other boy band members made headlines following Sony Legacy Records releasing the 'N Sync album titled "The Essential \*NSYNC." The surprise album is now dominating the charts.

Joey is also well-known for his role on Dancing with the Stars and co-starring in My Big Fat Greek Wedding (2002). He is also set to host the second season of REWRAPPED on the Food Network this fall. He will be hosting the reality show parent-child swap series "Parents Just Don't Understand" on hub NETWORK to air late August. Joey also returns to the movie screen, appearing in Opposite Sex, the story of Vince, New England's most successful divorce attorney.

The celebrity online and social media ad campaign follows on the theme of the currently running consumer contest; the old bulky wallet has seen its day! The consumer contest ends August 17th.

See the Wocket Facebook page for more details <http://www.facebook.com/wocketwallet>.

See Joey Fatone's full bio at IMDb: <http://www.imdb.com/name/nm0004909>.

Joey on Facebook: <https://www.facebook.com/RealJoeyFatone>.

Wocketâ,,ç is a smart wallet, the next evolution following the smart phone and smart watch. NXT-ID is introducing its innovative, patent-pending Wocketâ,,ç as the next natural step in the evolution of smart devices. Wocketâ,,ç 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,,ç. More than 10,000 cards, records, coupons, etc. and 100 voice commands can also be stored on Wocketâ,,ç.

Wocketâ,,ç is now available for advance ordering at <http://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 NXT- ID Inc. - Mobile Security for a Mobile World**

NXT-ID, Inc.'s (OTCQB: NXTD) innovative MobileBioâ,,ç 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,,ç suite of biometric solutions that secure consumers' mobile platforms led by the Wocketâ,,ç; 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 that 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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