



nFüsz ADDS SPACE STATION ENGINEER TO SENIOR EXECUTIVE TEAM

nFüsz CONTINUES EXPANSION OF ITS SENIOR MANAGEMENT TEAM

Hollywood, CA, May 2, 2017 – [nFüsz, Inc.](#) (OTCQB:[FUSZ](#)), (formerly bBooth) the Hollywood-based digital technology company, is pleased to announce the continued expansion of its senior executive team to include notable NASA projects engineer Mohammad Amanullah, who joins nFüsz as Director of Broadcast & Government Applications and a Member of its Advisory Board. In his new role, Mr. Amanullah will lead the Company’s Interactive Video Broadcast & Government product strategy and related customer acquisition initiatives.

Prior to joining nFüsz, Mr. Amanullah served as Senior Hardware Engineer for Lockheed Martin Corporation at Johnson Space Center in Houston responsible for video system design and development for NASA’s Mission Control Center (MCC), including the MCCS, MCC-21 and the International Space Station (ISS). As video lead for NASA’s MCC-21 and ISS programs, Mr. Amanullah redesigned the video systems and was the training coordinator for the platform engineering department.

With more than 40 year’s experience, Mr. Amanullah also held senior engineering positions at Ford Aerospace Corporation, where he was responsible for systems design and development, configuration, coordination, implementation and testing of the data, audio and video transmission for the Space Shuttle Program. He also held a senior engineering position at the US Department of Treasury for the U.S. / Saudi Arabia Joint Commission.

“We’re about to release notifiCRM version 3.0 of our interactive video-based CRM/Lead Gen application for sales based-organizations that seek a truly effective tool designed to help even inexperienced salespeople close deals – not merely track and report sales activity to management,” states Rory J. Cutaia, nFüsz CEO. “Because we intend to lead and not simply follow the interactive video revolution, we’ve begun testing a soon to be released platform to expand beyond CRM and bring our interactive video experience to broadcast video. Imagine watching the Olympics and being able to click on your favorite athlete’s jersey and buy it, or simply see his or her recent stats, without interrupting the action on screen. This capability and more is coming and it’s coming soon,” continues Mr. Cutaia.

“To execute plans of this magnitude requires bold, experienced talent. Mohammad Amanullah knows first-hand what it takes to be the first, to accomplish that which others only dream, and we are thrilled to welcome him to our team,” states Mr. Cutaia.

“I’ve spent my entire career at the forefront of technological innovation,” states Mr. Amanullah. “And I know very well what it takes to achieve it. I am inspired by the talent, dedication, ingenuity and leadership of this company and I am thrilled to be part of the nFüsz team,” states Mr. Amanullah.

About [nFüsz, Inc.](#)

[nFüsz, Inc.](#) (OTCQB:[FUSZ](#)) is a Hollywood-based digital tech company. Our proprietary next generation interactive video technology is the core of our new broadcast and cloud-based, Software-as-a-Service (SaaS) products. We offer subscription-based Customer Relationship Management (CRM), sales lead generation, and social engagement software on mobile and desktop platforms for sales-based organizations, consumer brands, and artists seeking greater levels of engagement and higher conversion rates. Our software platform can accommodate any size campaign or sales organization, and is enterprise-class scalable to meet the needs of today’s global organizations. Our service is built around our proprietary ‘Video-First’ Notifi technology, which places interactive video front and center in all customer and prospect communications. We’ve re-invented what a CRM, lead-gen tool should be in today’s video-centric business and social environment. Now watch for our live broadcast interactive video platform that will redefine what ‘engagement’ means in consumer video consumption.



For more information on nFüsz, Inc., visit www.nFusz.com.

Forward-Looking and Cautionary Statements

This press release may contain “forward-looking” information within the meaning of the Private Securities Litigation Reform Act of 1995. In accordance with the safe harbor provisions of this Act, statements contained herein that look forward in time that include everything other than historical information, involve risks and uncertainties that may affect the Company’s actual results. There can be no assurance that such statements will prove to be accurate and there are a number of important factors that could cause actual results to differ materially from those expressed in any forward-looking statements made by the Company, including, but not limited to, plans and objectives of management for future operations or products, the market acceptance or future success of our products, and our future financial performance. The Company cautions that these forward-looking statements are further qualified by other factors including, but not limited to, those set forth in the Company’s Annual Report on Form 10-K for the fiscal year ended December 31, 2016, and other filings with the U. S. Securities and Exchange Commission (available at <http://www.sec.gov>). The Company undertakes no obligation to publicly update or revise any statements in this release, whether as a result of new information, future events, or otherwise.

For more information, please visit: www.nFusz.com

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