



The Talent Discovery Company

bBooth Launches Online Red Carpet Show Entitled “Red Carpet Rundown” with Backstage Interviews of FOX’s “American Idol” Stars

- New **bBooth** host Jennifer Tapiero Kicks-Off Online Show with Exclusive Backstage Interviews of Contestants and Judges on FOX’s “American Idol”
- The “Red Carpet Rundown” will Feature Tapiero’s Interviews at Live Events, Concerts and More
- Full Versions of the Online Episodes will be Available Exclusively on the Songstagram (soon-to-be renamed **kord**) App

Hollywood, CA – April 16, 2015 – [bBooth, Inc.](#) (OTCQB: BBTH), *The Talent Discovery Company*, today launches an exclusive online show entitled “Red Carpet Rundown” with host [Jennifer Tapiero](#). The show will kickoff with backstage interviews with stars of FOX’s “American Idol” TV show. The first episode of “Red Carpet Rundown” is now available exclusively on Songstagram (soon-to-be renamed **kord**), the new mobile app for content creation, distribution, artist promotion and talent discovery.

Jennifer Tapiero is also the host of 3 radio shows, including #JENeration on iHeartRadio every Friday at 11am PST, K4HD.com Hollywood Talk Radio and WROM. The Radio and TV host will take her “Red Carpet Rundown” show to additional red carpets after American Idol wraps, including other live events, award shows, concerts and more.

“I’m excited to join the **bBooth** team and I’m looking forward to releasing exclusive content on the Songstagram/**kord** app”, stated Tapiero. “My radio shows’ listeners and **kord** viewers are very similar; they are interested in the latest in entertainment news and want ‘insider access’ to up-and-coming artists that could be tomorrow’s next big stars. Our new show “Red Carpet Rundown” will bring Hollywood access right to their fingertips.”

The first episode of “Red Carpet Rundown” is now available in the app. To learn more, visit kord.com. To download Songstagram (soon-to-be **kord**), visit [The App Store](#) and [Google Play](#).

About bBooth

bBooth (OTCQB: BBTH; CUSIP number: 07331L 108), *The Talent Discovery Company*, is defining a new category. Through the combination of its new mobile app **kord**, and its experiential mall-based video recording kiosks, **bBooth** is the new platform for content creation and distribution, artist promotion, fan engagement and talent discovery. For more information on **bBooth** and **kord**, visit www.bBooth.com.

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