



AMERICAN IDOL® TAPS nFusz FOR INNOVATIVE AUDITION PARTNERSHIP

Beloved Music Competition Show To Energize Auditioners With Pop-Up Audition Kiosks & Social Media Campaign Featuring nFusz' Interactive Video Technology

HOLLYWOOD, CA – August 29, 2017 - **nFusz, Inc.** (OTCQB: **FUSZ**), the Hollywood-based digital technology company, announced today that it has entered into an agreement with **American Idol Productions, Inc.** to utilize nFusz' interactive video technology to find auditioners for the show's first season on **ABC**.

With Ryan Seacrest resuming hosting duties and superstar Katy Perry taking her place at the judge's table, **ABC's AMERICAN IDOL®** is set to return in 2018. The groundbreaking series launched the careers of superstars Carrie Underwood, Kelly Clarkson, Jennifer Hudson, Katharine McPhee, Jordin Sparks, Adam Lambert and Chris Daughtry among many others, who collectively are responsible for 13 Grammys, over 61 million album sales, 47 Platinum records, 444 Billboard No. 1 hits, 257 million digital downloads, two Golden Globes and an Academy Award. Now, the search is on for the next superstar--and to help, the music competition series has tapped Hollywood digital technology company **nFusz**.

This month, nFusz helped kick off the **AMERICAN IDOL®** auditions at an outdoor retail shopping area in Lake Buena Vista, Florida with *Idol* winners Jordin Sparks, Kris Allen and Ruben Studdard, performing in front of the new nFusz-powered pop-up audition kiosk. Now through September 15, hopefuls will have the chance to audition for the show at the kiosk. Visitors can create and submit their very own audition video right at the kiosk to be reviewed by **AMERICAN IDOL®** producers. Resembling a six-foot tall mobile phone, and operated through a fun, easy-to-use interactive touch screen, the kiosk was designed and built by nFusz technology partner **MetroClick**, the premier provider of location-based interactive displays.

To promote the search for America's next singing sensation, **AMERICAN IDOL®** is also launching a social media campaign featuring nFusz' interactive video technology designed to increase fan engagement. Videos posting on social media platforms contain in-video links allowing viewers to interact with the content in new ways. The nFusz technology allows fans to respond to the video messaging and calls-to-action right in the video, such as clicking on interactive cues in the video to locate the **AMERICAN IDOL®** audition locations nearest to their hometown, among other next-generation marketing features.

“American Idol is a true pioneer, whose bold, innovative approach to televised talent competitions forever changed the landscape of prime-time television,” states **Rory J. Cutaia, nFusz CEO**. “We’re thrilled to be working with their super talented team and I can’t think of anyone better to showcase the interactive video technology that we believe will forever change way the brands engage their consumers.”



Please visit www.americanidol.com for more information and specific audition details, locations, full eligibility requirements, submission forms, terms and conditions.

About nFusz, Inc.

nFusz, 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 nFusz, Inc., visit www.nFusz.com.

About FremantleMedia North America

FremantleMedia North America (FMNA) is the U.S. arm of global media giant FremantleMedia, which includes a distribution arm, FremantleMedia International, a digital and branded entertainment division and a kids & family entertainment business. As one of the world's largest and most successful creators, producers and distributors of TV brands in the world, FremantleMedia's comprehensive global network has operations in 31 countries, creating over 10,000 hours of programming a year, rolling out more than 45 formats and managing over 350 individual titles. The company also distributes more than 20,000 hours of content in over 200 territories. For more information follow us @FMNATV and visit our Facebook page.

About CORE Media Group

CORE Media Group (CMG) is a leading independent media and entertainment company that creates quality programming for linear television and digital platforms through its in-house creative team, as well as a myriad of partnerships with well-established industry leaders including Sharp Entertainment and B-17. Through CMG's 19 Entertainment, it co-produces "American Idol," the gold standard of music competition programs, and the enduring franchise, "So You Think You Can Dance" (returning on FOX for a 14th season).

CMG's 19 Recordings has been a part of the successful music careers of platinum artists Kelly Clarkson, Carrie Underwood, Daughtry and Colton Dixon, just to name a few. The newest television series under the CORE umbrella include "The Wall" for NBC and the relaunch of "Man v. Food" on Food Network.

Follow American Idol for official auditions updates:

Facebook: <https://www.facebook.com/AmericanIdol/>

Instagram: [@AmericanIdol](https://www.instagram.com/AmericanIdol)

Twitter: [@AmericanIdol](https://twitter.com/AmericanIdol)

Snapchat: @americanidolabc



Musical.ly: @americanidol

YouTube: <https://www.youtube.com/user/americanidol>

Brand Website: americanidol.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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