



## nFusz NAMED A TOP CRM PROVIDER OF 2017

### MARKETING TECH OUTLOOK MAGAZINE NAMES nFusz ONE OF THE TOP 10 CRM SOLUTION PROVIDERS OF 2017

HOLLYWOOD, CA – August 31, 2017 - nFusz, Inc. (OTCQB: [FUSZ](#)), the Hollywood-based digital technology company, announced today that it has been named one of the Top10 CRM Solution Providers of 2017 by respected industry publication [Marketing Tech Outlook Magazine](#).

“To help CTOs, CIOs, and CEOs find the right CRM solution provider, a distinguished selection of panel comprising CEOs, CIOs, VCs, industry analysts, and Marketing Tech Outlook’s editorial board has selected solution providers that deliver innovative CRM technologies combined with the latest marketing strategies. We evaluated vendors’ ability in developing solutions and services that can effectively yet economically ensure productive customer relationship management.” [Top 10 CRM Solution Providers](#), (2017, Sept.) Marketing Tech Outlook.

“nFusz, Inc. has been on our radar for quite a long time and we felt this year offered a great opportunity for us to showcase the organization in the Customer Relationship Management (CRM) Technology Special Edition of our magazine. It is a great pleasure to have nFusz, Inc. on the cover of our magazine, as they truly are as outstanding, creative and real as the revolutionary changes they have brought to the Customer Relationship Management industry,” states Debra Morgan, Managing Editor of Marketing Tech Outlook.

“With a distributed SaaS architecture, and being entirely cloud-based, nFusz’s **notifiCRM** allows clients to produce, distribute, and track interactive videos that can be experienced on any device, without the need for clients or their prospects to download a proprietary player or any other software, which is truly state-of-art in its own way,” continues Ms. Morgan.

**notifiCRM** places interactive video front and center in all customer and prospect communications. The nFusz technology allows customers and prospects to respond to calls-to-action right in the video, when their interest level is at its highest. Viewers can respond by simply by clicking on interactive cues such as product images in the video to purchase the product, or to be taken automatically to a website, or to be connected by an in-video phone to a sales team – all while the customer or prospect is still watching the video.

“We are truly honored to be selected by Marketing Tech Outlook as One of The Top 10 CRM Providers of 2017,” states [Rory J. Cutaia, nFusz CEO](#). “We’re proud to be at the forefront, redefining the next-generation of CRM products that not only report and track sales activity, but provide sales professionals with the tools that can actually cause that sales activity to occur,” continues Mr. Cutaia.



Other companies honored alongside nFusz (OTCQB:FUSZ) and selected by Marketing Tech Outlook to be among the Top 10 CRM Providers of 2017 include, Salesforce (NYSE:CRM), Pegasystems (NASDAQ:PEGA), Zendesk (NYSE:ZEN), and SugarCRM.

### **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](http://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](http://www.nFusz.com)

### **CONTACT INFORMATION**

Please address media inquiries to:

[info@nFusz.com](mailto:info@nFusz.com)

855.250.2300, extension 2

Please address investor inquiries to:



[investors@nFusz.com](mailto:investors@nFusz.com)

855.250.2300, extension 3

nFusz, Inc. (OTCQB: FUSZ)