



**bBooth, Inc. Engages DelMorgan & Co.
as Financial Advisor for New Capital Raise and Strategic Acquisitions**

Hollywood, CA – March 26, 2015 – [bBooth, Inc.](#) (OTCQB: BBTH) announced today that it has engaged [DelMorgan & Co.](#), an internationally recognized investment banking firm, as its financial advisor to consult bBooth on its strategic growth opportunities, including a capital raise, strategic acquisitions, joint ventures and partnerships and other initiatives to deliver increased shareholder value.

“We’re pleased to be working with DelMorgan,” stated bBooth CEO [Rory J. Cutaita](#). “We are confident that their experience in raising capital and analyzing, structuring and financing acquisition opportunities will help accelerate the growth of our Company and significantly enhance shareholder value.”

Rob Delgado, Chairman of DelMorgan & Co., continued, “bBooth is at the forefront of a new, rapidly developing movement, where music, social media, and technology intersect. Our goal is to help ensure that capital and strategic alliances are available as they continue to execute their exciting and potentially disruptive business plans.” Neil Morganbesser, President & CEO of DelMorgan, added, “We are always excited to work with companies like bBooth that are in the process of transforming an entire industry and empowering consumers. We have been very impressed with the way the company’s app and kiosk can provide widely distributed professional recording studio-quality opportunities for a variety of entertainment applications, and we are excited to be part of the next stage of bBooth’s growth and evolution.”

bBooth has not made any decision to enter into a transaction, and there can be no assurance that bBooth will enter into a transaction in the future. bBooth does not plan to disclose or comment on developments regarding the strategic alternatives review process until it is complete or until further disclosure is appropriate.

About bBooth

bBooth (OTCQB: BBTH; CUSIP number: 07331L 108), *The Talent Discovery Company*, is defining a new category. Through the combination of its hot, new mobile app **kord**, combined with 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.

About DelMorgan & Co.

[DelMorgan & Co.](http://DelMorgan.com) is an internationally recognized investment bank and financial advisor. With over 150 years of combined experience and over \$250 billion in successfully completed transactions, the professionals at DelMorgan & Co. provide world-class financial advice and assistance to companies, institutions, governments and individuals around the world.

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Disclaimer for Forward-Looking Information:

*Except for statements of historical fact, this news release contains certain "forward-looking information" within the meaning of applicable securities law. Forward-looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" occur. Forward-looking information in this press release includes, but is not limited to, statements regarding the app creating unprecedented fan engagement and monetization opportunities. Although management believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements including, without limitation, that: (i) other parties may assert claims over the app; (ii) users will not download and use the new app; (iii) we may be unable to protect our proprietary technology; (iv) we may not gain broad market acceptance for our products and services; and (v) as an early-stage company, we may be unable to raise the additional funding needed to continue to pursue business and product development plans. These forward-looking statements are made as of the date of this news release and, except as required by applicable laws, **bBooth** assumes no obligation to update these forward-looking statements or to update the reason why actual results may differ from those anticipated in the forward-looking statements. Additional information about **bBooth** and these and other assumptions, risks and uncertainties are available in **bBooth's** public filings with the Securities and Exchange Commission under its profile on EDGAR at www.sec.gov.*

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