



## **bBooth RELEASES bNOTIFI VER. 2.0 OF ITS ‘VIDEO-FIRST’ CRM & LEAD GEN PLATFORM**

**Hollywood, CA NOVEMBER 21, 2016** – **bBooth, Inc.** (OTCQB:[BBTH](#)), the Hollywood-based digital tech company, is pleased to announce the release of **bNotifi 2.0**, its enterprise-class platform that leverages the power, efficiency, and effectiveness of its proprietary video communications technology for Customer Relationship Management (CRM) and Lead Generation.

“The data is in; it’s been analyzed, re-analyzed and confirmed. Video marketing is no longer about YouTube videos or brands distributing clips on social media,” states **bBooth CEO Rory J. Cutaia**. “More and more thought leaders have begun to recognize that targeted interactive video communications that track the level of viewers’ actual engagement is far and away more effective in generating, and more importantly, *recognizing* hot sales leads,” continues Cutaia.

“The technology that generates and identifies sales leads is also the same technology that can create a deeper understanding of existing customers’ wants and desires and as such, becomes the tool of choice for better customer relationship management, all of which translates into higher sales – and isn’t that the end game for all sales-based organizations,” states Cutaia.

“There are many companies offering CRM and lead gen applications that purport to incorporate video communications. However, on closer examination, you recognize that they are really just video players and other components bolted onto 20-year-old CRM platforms. That’s where we’re different. Rather than adopt the architecture of the industry incumbents, we opted to look at CRM and lead gen in an entirely new way”, states Cutaia.

When those platforms were conceived, there was no such thing as social media. Apple had yet to introduce the iPhone. Today, video communication is front and center in all social interactions – there’s even have video door bells – why shouldn’t video be front and center in all sales and marketing initiatives?

“Here’s where we have gone to the next level,” continues Cutaia. We didn’t just make video the focus of our prospect and customer communications, we made the video interactive; but not as a simple sidebar alongside the video window that you see in a handful of products coming to market today – we actually embed interactivity into the videos themselves in ways that we’ve not seen anyone do. Our videos appear almost three-dimensional, playing right on top of whatever desktop content our targeted recipients may be interacting with at the time. A click on an onscreen link in one of our videos can bring up an interactive survey or order form right in the video – without leaving the screen. This is all done without a browser being opened on the recipient’s device. In fact, we can even open a browser and take the recipient to a webpage to provide more information about a product or induce impulse buying capability”, continues Cutaia.

“And today, with the release of our bNotifi version 2.0, we give our clients the simple, intuitive, easy-to-use tools to embed this type of interactivity into their entire libraries of existing product and training videos. This is video marketing, CRM and lead gen that is in a league of its own,” states Cutaia.

One of **bBooth’s** early **bNotifi** adopters is Torrance, CA-based **The Matrix Group**. Byron Nelson, The Matrix Group CEO says seeing is believing. “I personally travel the world to seek out and identify the most effective methods for achieving success to incorporate into our programs. **bBooth’s** **bNotifi** technology is unlike anything I’ve ever seen. It’s simple, intuitive, yet enormously powerful and in my opinion, it’s multiple generations ahead of the largest, most popular CRM and lead generation products in the market today,” states Byron Nelson.

### **About bBooth:**

**bBooth, Inc. (OTCQB: BBTH) is a Hollywood-based digital tech company. We develop and license cloud-based, Software-as-a-Service (SaaS), 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 customer, consumer, and fan engagement. Our software platform can**



accommodate a single direct sales representative, yet is enterprise-class scalable to meet the needs of today's global organizations. We've re-invented what a CRM, lead-gen tool should be in today's video-centric social environment. Our service is built around our proprietary bNotifi technology, which places interactive video front and center in all customer and prospect communications.

For more information on bBooth, visit [www.bBooth.com](http://www.bBooth.com).

**Forward-looking & Safe Harbor Statement:** Certain statements in this release may contain forward-looking information within the meaning of Rule 175 under the Securities Act of 1933 and Rule 3b-6 under the Securities Exchange Act of 1934, and those statements are subject to the safe harbor created by those rules. All statements, other than statements of fact, included in this release, including, without limitation, statements regarding potential future plans and objectives of the Company, are forward-looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. The Company cautions that these forward-looking statements are further qualified by other factors. 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.bBooth.com](http://www.bBooth.com)

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