



THE MATRIX GROUP TO BEGIN GLOBAL LAUNCH OF bBooth's bNOTIFI CRM AND LEAD GENERATION TECHNOLOGY

Hollywood, CA OCTOBER 27, 2016 – **bBooth, Inc.** (OTCQB: [BBTH](#)), the Hollywood-based digital tech company, is pleased to announce that Torrance, CA-based **The Matrix Group** is set to begin a global launch of bBooth's bNotifi CRM and Lead Generation Technology. The bNotifi CRM and Lead Gen platform gives sales professionals the power to engage customers and prospects in an entirely new, interactive media-rich format.

With the bNotifi CRM and Lead Gen platform, messaging is delivered by a representative who seems to walk right out onto the mobile and desktop screens of customers and prospects providing product and service information, interactive forms for data entry, even auto-opening recipients' browsers taking them to a webpage for additional info or to walk them through the purchase order or sign-up process; among many other never-before seen features and functionality, all designed to generate leads, accelerate the sales process and provide a level of customer relationship management that goes far beyond anything currently in the market.

The bNotifi CRM and Lead Gen Platform custom-designed for The Matrix Group will have multi-lingual capabilities empowering over 100,000 The Matrix Group representatives and 890,000 affiliate representatives all over the world. The roll-out, which begins November 7, 2016, will be managed through a series of live and web-based events held monthly in which The Matrix Group representatives will be introduced to the platform and provided with training and instructions, much of it built in, to leverage the power of the platform to its fullest extent.

"We're in the business of training people, many of whom have nothing more than desire, to build generational and legacy wealth – not just for themselves, but for their children, their families," states Byron Nelson, The Matrix Group Founder & CEO. "Our goal is to empower them to affect the world around them in a positive way. 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," continues Byron Nelson.

"The launch of our bNotifi CRM and Lead Gen Platform for The Matrix Group is a major milestone for our company," states Rory J. Cutaia, bBooth CEO. "While this product, designed for sales professionals, is just one among our growing list of bNotifi business applications, it is an important one for several reasons. First, it represents the culmination of nearly 12 months of work by an amazing team, working closely with many of our clients and customers whose time, dedication and input proved to be invaluable."

"Second, after seemingly endless development and testing, this marks the transition, indeed, the evolution of our company from a pre-revenue tech start-up, to a company with a technology that has now been commercialized, delivering what we expect to be meaningful returns for ourselves and our shareholders from a suite of products that we believe are poised to take on some of the largest names in the CRM and Lead Generation sector. We've also got some surprises coming for those in the content creation and delivery sectors, and for those in fan engagement and consumer brand activation," states Cutaia.

"Oh, and one more thing," continues Cutaia, "we're working on a plan to deploy a version of bNotifi in schools across the country which we believe will not only improve the learning capabilities of students, but also reach those students who for a variety of reasons have an impaired desire to learn. Stand by, more on this coming soon," concludes Cutaia.



About The Matrix Group:

The Matrix Group is a collective body of entrepreneurs, business owners, doctors, attorneys, real estate agents, pastors, educators, and entertainers just to name a few. We all work together to bring a spirit of excellence to those who choose to make a difference in the world around them. The vehicle that we have utilized for over 20 years, allows us to build generational and legacy wealth to change the economic blueprint of anyone who has a burning desire to succeed.

Come experience life without excuses, without time or financial limits.

The M.A.T.R.I.X Group – Making A Team Realize Its eXpectations!

To learn more about The Matrix Group go to: www.thematrixgroup.com

About bBooth:

bBooth, Inc. (OTCQB: BBTH) is a Hollywood-based digital tech company. Through our innovative, groundbreaking technology, bBooth has been called the best new platform for content creation and distribution, artist promotion, fan engagement, and brand activation. Through fully integrated mobile, desktop, and web based applications, our bNotifi technology provides push-to-screen, media-rich, interactive audio/video messaging and communications for industry leading social engagement, as well as enterprise-scale lead-generation and customer relationship management platforms for sales professionals and others. For more information on bBooth, visit 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

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