



The Talent Discovery Company

bBooth, Inc. Announces the Winner of Its First “Laugh At My Expense” Comedy Contest Featuring Comedian Mike Cano

- #Mikecanolol first contest winner is Marlin Croons
- Campaign kick starts a series of ongoing contests to promote bBooth's mobile app Songstagram (soon-to-be renamed **kord**)

Hollywood, CA – April 2, 2015 – [bBooth, Inc.](#) (OTCQB: BBTH) announces Marlin Croons as the winner of its first “Laugh At My Expense” comedy contest. The contest invited Mike Cano’s fans to submit funny one-liner videos through bBooth’s mobile app, Songstagram, soon-to-be renamed '**kord**'.

The “roast” style contest, launched just over a week ago, challenged participants to record and share their one-liner videos using the app. The winner, Marlin Croon, formerly of Motown Records, received a cash reward, a meet and greet with Mike Cano, and a VIP table at The Ontario Improv’s “Mike Cano’s Comedy Party”. Click [here](#) to view her winning submission. All submissions were judged on likes, laughs and shares.

“As a former music marketing executive, I was so excited to find the Songstagram/**kord** platform,” Croon said. If I could have had a tool like this when I was doing grassroots marketing for artists, it would have grown our fan engagement exponentially!”

During the contest, Mike Cano shared funny submissions across his social media outlets. “I love that I get the opportunity to directly interact and share videos with my fans through Songstagram/**kord**,” stated Cano.

Cano, a regular comedian at many comedy clubs, including The Improv, has quickly risen to popularity after opening for some of the biggest names in comedy. He has appeared on NBC Universal's Mun2 TV, Fuse TV, and Latino 101. Cano is now the host of his own comedy show, "Mike Cano's Comedy Party", held regularly at The Ontario Improv. On April 21, Cano will announce the launch of the second "Laugh at My Expense" contest during his comedy show at 8:00 p.m. Follow Cano on Twitter at @Mikecanolol to stay updated on the latest contest announcements and submissions.

This contest is the first of a series connecting artists in music, comedy and television with their respective fan bases in a new-to-market, highly engaged platform. Through professional recording studios in high-traffic malls and the new, interactive media creation and distribution Songstagram/**kord** app, artists and fans alike are able to create and distribute video with music, promote new content and sell their original songs in the in-app store.

"We see our platform as a creative intersection between entertainment, social media and technology," stated **bBooth** CEO, Rory J. Cutaia. "We look forward to providing new opportunities for artists and fans to engage like never before." The app is currently available as "Songstagram" on [The App Store](#) and [Google Play](#).

About bBooth

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

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