



## **nFusz Inc. and WFN1 News Corp Ink Strategic Partnership Deal**

Los Angeles, CA - December 12, 2017 -- [nFusz, Inc.](#) (OTCQB: [FUSZ](#)), the Hollywood-based digital technology company, has entered into a strategic partnership with [WFN1](#) News Corp, producer of iHeartRadio's popular *CEO Money - America's Business Show*, hosted by Michael Yorba, and heard on Talk Radio 1190 AM in Dallas/Fort Worth, TX and online at [www.wfn1.com](#). The cross-promotional, advertising, and revenue share deal provides WFN1 and its clients with access to nFusz's proprietary notifiCRM interactive video marketing technology, for enhanced promotion and sponsorship opportunities. In return, nFusz will gain brand visibility and guaranteed business media coverage through ongoing radio spots and online ads. In addition, nFusz CEO [Rory J. Cutaia](#) will be featured every Wednesday, at 3pm ET/12pm PT, on his own segment called *nFusz Insights*, in which Mr. Cutaia and Michael Yorba will discuss current trends in marketing, sales, and lead generation through interactive video.

An interactive video accompanying this press release is available [here](#).

“This partnership will enhance our bottom line by increasing our exposure to WFN1's listener base and impressive client/investor network,” stated Mr. Cutaia

WFN1's CEO and Host of *CEO Money*, [Michael Yorba](#), added, “the relationship with nFusz is the missing link in WFN1's mission to becoming a next-level media company. We are very excited to be working with a company that is poised to disrupt the \$38 billion-dollar CRM industry.”

### **About nFusz, Inc.**

[nFusz, Inc.](#) ([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 its enterprise-class scalability meets 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. With our flagship product, [notifiCRM](#), 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](#).

### **About WFN1 News Corp**

[WFN1](#) & “[CEO Money](#)” is about focusing on businesses, people and stories that reflect positive financial outcomes. Discovering new and interesting companies and industries is very

fascinating and can be very rewarding to investors. Timely, innovative and productive ideas steadily spring from CEOs and business leaders with a desire to be linked to the investing public's awareness. WFN1 can offer this very unique business forum with a win-win proposition that promotes growth in our economies and encourages prosperity through investor participation.

## **CONTACT INFORMATION**

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