



bBooth to Begin Wide-Scale Test of its NOTIFI ‘Push-to-Screen’ Communications Technology for Global Network Marketing Company

Hollywood, CA - February 16, 2016 – **bBooth**, Inc. (OTCQB:BBTH) announces that it has reached agreement to begin a wide-scale test of its NOTIFI multi-platform push-to-screen technology for a large network marketing company that has approximately 1.5 million active distributors in over 45 countries. This test represents an expansion of preliminary third-party testing that began in November 2015. Performance results of the preliminary testing was described as “flawless”.

Upon successful completion of the test, bBooth anticipates entering into negotiations to provide a world-wide commercial license encompassing all active distributors.

NOTIFI gives brands, corporate enterprise, and social media celebrities direct access to the mobile and desktop screens of their consumers, employees, and followers allowing them to deliver media-rich content in a way that both delights and engages all who see it.

“NOTIFI is a game-changer, not only for our Company – but for online advertisers, marketers, performance artists, and just about anyone that wants to create an unparalleled level of consumer engagement in online and social mediums”, states **bBooth** CEO Rory J. Cutaia.

In one application of the company’s NOTIFI technology, messages are delivered by presenters that seem to walk right out onto the screens of the recipients - all without the recipients having to open a browser or other mobile app or desktop program. “Once you see NOTIFI appear on the screen of your mobile phones, tablets and desktop computers, the impact is immediate and compelling” continues Cutaia. “You instantly understand the importance of the technology and the wide-ranging applications and monetization opportunities for it. Accordingly, we’ve ramped-up our business development and marketing efforts to focus our resources on other large-scale commercial users with whom we are in various stages of negotiations, testing, and/or due diligence.”

To watch a quick demo of what NOTIFI looks like on a mobile device, [click here](#). To learn more, visit www.bboothtech.com.

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About bBooth

bBooth (OTCQB:BBTH) is a Hollywood-based entertainment technology company. Through its innovative technology, **bBooth** is the new platform for content creation, delivery, and distribution. Its technology licensing division, **bBoothTECH**, offers the Company’s NOTIFI product, a multi-platform, push-to-screen, interactive audio/video messaging tool for consumer brands, corporate enterprise, social media celebrities and performance artists seeking greater levels of viewer engagement. For more information on **bBooth**, visit www.bBooth.com.

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