



Fortune 100 Finance Professional To Join bBooth as CFO

HOLLYWOOD, CA (July 20, 2016) – Rory J. Cutaia, bBooth CEO, is pleased to announce that Jeff Clayborne, MBA, has joined bBooth, Inc. (BBTH:OTCQB) as Chief Financial Officer. Mr. Clayborne comes with more than 20 years' experience in all aspects of finance, strategy, business development, negotiation, and accounting in the entertainment industry worldwide. "With Jeff, we have a CFO who is a perfect fit to lead our finance team through the rapid growth stage we are now entering", said Cutaia.

After honing his skills as a CPA with KPMG Peat Marwick, Mr. Clayborne went on to senior finance positions at Universal Music Group and Walt Disney International, where he oversaw financial planning and analysis for the organization in 37 countries.

"Rory can take a start-up from ground zero and grow it into a company worth hundreds of millions of dollars. He has done it before and I believe he is about to do it again" said Clayborne, "that's why I decided

to leave the blue chip entertainment industry and accept this opportunity with bBooth. As we roll out our bNotifi technology to the world, we need solid financial planning, reporting, control, and management and that's what I bring to the table."

The company's bNotifi technology represents the next generation in interactive messaging for mobile and desktop devices that is attracting attention from some of the top names in the tech and entertainment world. Among the most recent to embrace the technology is megastar Nick Cannon who on July 12, signed-on as bBooth's Global Brand Ambassador, bringing with him the resources of his powerful entertainment company, [Ncredible](#). When asked by a reporter, where he saw bBooth growing with his new involvement, Nick Cannon said, "I'm all in. I like it at the top, I'm comfortable there, so that's where we gonna be."

Like Nick Cannon, Mr. Clayborne has been structured into the company as a shareholder. "To align him with other top management and bBooth stakeholders, Jeff will take most of his compensation in the form of equity with only a nominal salary," said Cutaia.

bBooth's groundbreaking bNotifi push-to-screen technology literally brings a product or a person (celebrity, music artist, brand spokesperson, etc.) to life directly on the screens of computers, tablets and mobile devices around the globe. bBooth's unprecedented, interactive technology is the new platform for content creation and

distribution, artist promotion, fan engagement and brand activation.

With an increasing list of clientele including major consumer brands, corporations, music artists and celebrities, bBooth is positioned to become one of Hollywood's thriving, elite entertainment technology companies.

For more information about bBooth, please visit www.bBooth.com.

About bBooth

bBooth (OTCQB:BBTH) is a Hollywood-based entertainment technology company. Through its innovative, groundbreaking technology, bBooth is the new platform for content creation and distribution, artist promotion, fan engagement and brand activation. The Company's bNotifi technology is a push-to-screen, interactive audio/video messaging and communications application for industry leading social engagement on mobile/desktop/web platforms. 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, Contact:

investors@bBooth.com