



American Idol® Partners with bBooth for Season XV Auditions

bBooth's Video Recording Kiosks - Bringing Hollywood Auditions to Local Cities & Towns

Hollywood, CA - July 27, 2015 - bBooth, Inc. (OTCQB: BBTH) announces today that it has entered into a partnership with AMERICAN IDOL® to utilize bBooth's video recording kiosks to find potential TV show contestants to audition for the fifteenth--and farewell--season of AMERICAN IDOL®, premiering January 2016 on FOX.

“People Magazine recently quoted AMERICAN IDOL®'s Host Ryan Seacrest saying ‘[AMERICAN IDOL®] is a show about chasing and fulfilling dreams.’ Providing the opportunity for anyone, anywhere, to realize those dreams is what bBooth is all about,” states bBooth's CEO Rory J. Cutaia. “What can be more rewarding than to work with an iconic organization like AMERICAN IDOL®, dedicated to the pursuit of one's dreams.”

Starting this month, bBooth will kick off the AMERICAN IDOL® auditions at bBooth Culver City, located inside the Westfield Culver City Mall in Culver City, CA, with additional locations soon to be announced. Interested contestants can visit AmericanIdol.com or bBooth.com for more information.

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About AMERICAN IDOL®

AMERICAN IDOL® is produced by FremantleMedia North America and 19 Entertainment, a division of CORE Media Group. AMERICAN IDOL® XV launches its celebratory fifteenth farewell season on FOX starting January 2016. For more information about the upcoming season and various ways to audition for AMERICAN IDOL® XV, visit americanidol.com.

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 bBoothGO, 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, visit www.bBooth.com.

CONTACT:

Please address media inquiries to:

Jaymie Scotto & Associates

+1 866.695.3629

pr@jaymiescotto.com

Please address investor inquiries to:

investors@bBooth.com