



bBooth, Inc. Launches First-to-Market Fan Engagement Experience Through Its Video-Sharing App Songstagram (soon-to-be named 'kord')

- Unprecedented, Targeted Fan Engagement and Monetization Opportunities for Artists
- First Featured Artist is 2015 Grammy-Nominated Singer Angie Fisher; More Coming

Hollywood, CA – March 12, 2015 – [bBooth, Inc.](#) (OTCQB: BBTH) announces today it has introduced new features in its app Songstagram, soon-to-be rebranded as '**kord**', that provide all music artists with new and additional monetization opportunities through its unique fan engagement features now available.

Built on a robust social media platform with state-of-the-art, proprietary messaging and video-sharing technology, Songstagram/**kord** provides a unique experience to both consumers and artists alike. Instead of just listening, fans can interact with the music of their favorite artists. Users can record and share up to four and a half minutes of their own versions of their favorite songs or add their favorite artists' music to videos they already have on their iOS and Android mobile devices, and/or Mac and Windows desktop computers.

For artists and other content creators, fan engagement and monetization opportunities are unprecedented. With Songstagram/**kord**, artists no longer have to pay monthly storage fees just so their fans can listen to their music. With Songstagram/**kord**, artists can upload all their content with no monthly fees. In addition, all artists get their own built-into-the-app store where they can actually *sell* their content, including merchandise directly to their fan base. Now for the first time, artists can communicate directly with the fans that are consuming their music. The app allows artists to deliver unique targeted messages directly

to their fans, offering local performance schedules, merchandise opportunities, and other fan engagement.

The first artist to be launched under the newly enhanced app is 2015 Grammy-nominated singer [Angie Fisher](#), whose song "I.R.S." was nominated recently for 'Best Traditional R&B Performance'. Angie let the Songstagram cameras 'come along for the ride', capturing her entire Grammy experience. To get the full video (dropping April 1st) and to listen and interact with her songs, download Songstagram.

"It's no secret that the music industry is facing challenges," states [Rory J. Cutaia](#), CEO of **bBooth**. "Artists no longer earn what they deserve for the art that they create and everyone else enjoys. We're changing that right now. Direct fan engagement is how artists can recover the revenue they lost when digital downloads disrupted the compact disc business. Our platform is truly win-win for artists and consumers." The app is now available on [The App Store](#) and [Google Play](#).

About bBooth

At the forefront of the new, 'experiential, location-based entertainment' movement, **bBooth** (OTCQB: BBTH; CUSIP number: 07331L 108), *The Talent Discovery Company*, is deploying kiosk-sized, family-friendly, professional-quality, TV recording studios in local shopping centers across the country. The audition booths are seamlessly integrated into a social media, messaging, gaming, music streaming, video sharing mobile app, creating a new, robust talent discovery platform where both fans and established artists alike have a new way to engage, promote and sell music and other video content. For more information on **bBooth**, visit www.bBooth.com.

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Except for statements of historical fact, this news release contains certain "forward-looking information" within the meaning of applicable securities law. Forward-looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" occur. Forward-looking information in this press release includes, but is not limited to, statements regarding the app creating unprecedented fan engagement and monetization opportunities. Although management believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements including, without limitation, that: (i) other parties may assert claims over the app; (ii) users will not download and use the new app; (iii) we may be unable to protect our proprietary technology; (iv) we may not gain broad market acceptance for our products and services; and (v) as an early-stage company, we may be unable to raise the additional funding needed to continue to pursue business and product development plans,. These forward-looking statements are made as of the date of this news release and, except as required by applicable laws, bBooth assumes no obligation to update these forward-looking statements, or to update the reason why actual results may differ from those anticipated in the forward-looking statements. Additional information about bBooth and these and other assumptions, risks and uncertainties, are available in its public filings with the Securities and Exchange Commission under its profile on EDGAR at www.sec.gov.

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