



## **nFusz Engages Investor Relations Expert Todd D. Sonoga**

HOLLYWOOD, CA - November 16, 2017 – [nFusz, Inc. \(OTCQB: FUSZ\)](#), the Hollywood-based digital technology company, has retained Investor Relations expert Todd D. Sonoga, to launch an investor awareness campaign expected to reach 7 million investors over the next 30 days.

"We're impressed with Mr. Sonoga's experience, resources, and relationships, as well as the results he's achieved for other companies. We're excited to be working with him," states nFusz CEO, [Rory J. Cutaia](#). "In order to broaden our shareholder base, Mr. Sonoga will launch an investor awareness campaign that will effectively communicate our unique value proposition, as well as the disruptive nature of our notifiCRM product and interactive video technology to the investment community."

[Todd D. Sonoga](#) is the former Sr. Executive and Assistant Editor for Wall Street Publishing (The Small Cap Report) and the general partner for Trilogy Marketing Strategies, LLC. Trilogy was a public relations firm specializing in consulting, raising market awareness, market support and identifying M&A targets for small cap companies. Mr. Sonoga is a Consultant, Investor and Entrepreneur. He founded Trilogy Marketing Strategies in 1998, WallStreet Micro Cap in 2013, and Crowd Funding Power in 2014. Mr. Sonoga has successfully represented public and private companies for over 20 years, consulting with them on market awareness, support, raising capital and identifying merger and acquisition targets. In January 2017, Mr. Sonoga assumed the role of Chief Marketing Officer and Co-Founder for [WFN1 News Corp.](#) and the radio show "CEO Money," airing daily on iHeart's Talk Radio 1190 AM Dallas/Fort Worth.

"notifiCRM is the only interactive video-based CRM on the market today," states Mr. Sonoga. "While other CRMs track customer engagement, notifiCRM creates customer engagement. notifiCRM uses interactive video as the primary means of communication between salespersons and their prospects and customers, each of whom are able to respond to a salesperson's call to action right in and through the video, eliminating all "*friction*" from the sales conversion process," continues Mr. Sonoga.

"We've also eliminated "*sales skill*" or lack thereof, from the selling process," states Mr. Cutaia. "Ask any sales manager and they will tell you that most people, in fact most salespeople, can't sell. The result is high sales-training expense, high recruitment costs, and high attrition rates. notifiCRM mitigates these costs by delivering succinct, on-point, on-message, compliance approved, engaging videos to clients and prospects that *do the selling* – but because notifiCRM videos are interactive, the user can embed a call to action to which targeted recipients can respond without leaving the video. As such, the notifiCRM videos not only do the selling, but they also CLOSE the sale with little to no intervention by inexperienced, untrained, or unskilled salespeople," concludes Mr. Cutaia.

“I am so impressed by the technology and the tremendous impact it can have on any outreach initiative, that my team is currently integrating notifiCRM into all of our current marketing efforts,” states Mr. Sonoga. “I believe the highly disruptive nature of this product in the \$38 billion CRM industry is something investors will want to know about. This is the time for shareholders to take notice. Can you imagine if you had the opportunity to buy Salesforce.com years ago under twenty-five cents? I am extremely excited to be involved with nFusz, helping to bring awareness to masses of qualified investors,” said Mr. Sonoga.

notifiCRM pricing starts at \$9.99/month plus a one-time \$19.99 activation fee.

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

[nFusz, Inc. \(OTCQB: FUSZ\)](#) 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](http://www.nFusz.com).

### **Forward-Looking and Cautionary Statements**

This press release may contain "forward-looking" information within the meaning of the Private Securities Litigation Reform Act of 1995. In accordance with the safe harbor provisions of this Act, statements contained herein that look forward in time that include everything other than historical information, involve risks and uncertainties that may affect the Company's actual results. There can be no assurance that such statements will prove to be accurate and there are a number of important factors that could cause actual results to differ materially from those expressed in any forward-looking statements made by the Company, including, but not limited to, plans and objectives of management for future operations or products, the market acceptance or future success of our products, and our future financial performance. The Company cautions that these forward-looking statements are further qualified by other factors including, but not limited to, those set forth in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2016, and other filings with the U. S. Securities and Exchange Commission (available at [www.sec.gov](http://www.sec.gov)). 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, please visit: [www.nFusz.com](http://www.nFusz.com)

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