



Hear nFusz CEO Rory Cutaia Live on IHeart's Talk Radio 1190 AM Today at 12pm PT/3pm ET

Host Michael Yorba to Interview nFusz CEO Rory Cutaia

DALLAS, TX - November 20, 2017 – **nFusz, Inc.** (OTCQB: FUSZ), the Hollywood-based digital technology company, announces CEO Rory Cutaia will be live on IHeart's Talk Radio 1190 AM Dallas/Fort Worth today at 12pm PT/3pm ET, to talk about how interactive video will disrupt the entire CRM industry.

“Currently, only 13% of consumers believe a salesperson can understand their needs,” states nFusz CEO, [Rory J. Cutaia](#). “As a result, people are purchasing more products online than ever before. This reason for this trend is not simply convenience. It is also because people don't want to interact with unskilled, uninformed, untrained salespeople,” continues Mr. Cutaia.

“By communicating with prospects and customers through interactive videos, sales organizations can be assured that each interaction is succinct, on-point, politically correct, compelling, and corporate compliance approved. And because prospects and customers that are interested can respond to a call to action right in the video, before they are distracted with another text or email, conversion rates are higher, and the cost per sale is reduced.”

“Most of the other CRM products on the market today were designed decades ago, some before the advent of cell phones, social media, and internet video, and were designed around outdated sales methodologies. They do a great job of tracking customer engagement, but they do little to create it. Our CRM product, [notifiCRM](#), is designed with simple-to-use, interactive video technology to create customer engagement by taking the salesperson, and his or her corresponding sales' skills, or lack thereof, out of the sales equation,” states Mr. Cutaia.

notifiCRM places the focus on selling, where it belongs, rather than merely tracking. A user simply imports his or her contacts, uploads a pre-existing video, (even directly from YouTube) or uses one of our video templates, hits the 'personalize' button, and all the interactive elements in the video become personalized for the user. That means that all the interactive buttons and links in the video that a prospect or customer can click on are directed to the user's email, website, phone, name, etc., all automatically and instantly. This process takes less than 10 mins even for a beginner. notifiCRM pricing starts at \$9.99/month plus a modest one-time activation fee.

To hear nFusz CEO Rory J. Cutaia today, Monday, November 20, 2017, tune in at 12pm PT/3pm ET on [IHeart's Talk Radio 1190 AM Dallas/Fort Worth](#). Also appearing will be Bruce Kamich, Technical Analyst for Jim Cramer at The Street and Real Money, and LinkedIn Jedi Master, Christine Hueber, who will discuss how to create better LinkedIn social selling results.

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.

About WFN1 News Corp

WFN1 & "[CEO Money](#)" is about focusing on businesses, people and stories that reflect positive financial outcomes. Discovering new and interesting companies and industries is very fascinating and can be very rewarding to investors. Timely, innovative and productive ideas steadily spring from CEOs and business leaders with a desire to be linked to the investing public's awareness. WFN1 can offer this very unique business forum with a win-win proposition that promotes growth in our economies and encourages prosperity through investor participation.

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). 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

CONTACT INFORMATION

Please address media inquiries to: info@nFusz.com
855.250.2300, extension 30

Please address advertising inquiries to: info@nFusz.com
855.250.2300, extension 30

Please address investor inquiries to: investors@nfusz.com
855.250.2300, extension 3