



## **bBooth Introduces Notifi - Its Push-To-Screen 'Assertive Communications' Tool on its Shareholders Video Conference Call**

**Hollywood, CA – November 4, 2015** – [bBooth, Inc.](#) (OTCQB: BBTH), announced a new push-to-screen technology, branded '**Notifi**', during its November 2, 2015 [shareholders video conference call](#).

Slated for upcoming use in bBooth's talent discovery platform, **bBoothTECH**, the technology licensing division of the Company, has adapted the **Notifi** technology for business applications, such as customer outreach, acquisition and retention, and is now offering it on a licensing and subscription basis to consumer brands and other corporate users. With **Notifi**, businesses can 'assertively' send media-rich, audio/video messaging right to the desktop and mobile screens of their targeted recipients, team members, partners and/or customers without having to wait passively for their recipients to open a web browser, email application or a text messaging program to see and consume the interactive content. The only thing recipients require is an internet-connected device.

To view a quick demo of **Notifi**, please [click on the video here](#).

"We are excited to bring **Notifi** to the marketplace," states [Rory J. Cutaia](#), CEO of **bBooth**. "We believe **Notifi** will change the way interactive content is distributed and consumed across all platforms, bringing music artists closer to their fans, consumer brands closer to their customers, and even physicians and medical practitioners closer to their patients. We foresee **Notifi** being used effectively in education, entertainment, finance, social media, gaming, and many other industries."

For more information on **Notifi** and other **bBooth** products, please email [info@bbooth.com](mailto:info@bbooth.com).

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### **About bBooth**

**bBooth** (OTCQB: BBTH) is a Hollywood-based entertainment technology company. Through the combination of its mobile app **bBoothGO**, its mall-based video recording kiosks, and its innovative technology, **bBooth** is the new platform for content creation and distribution, artist promotion, fan engagement and talent discovery. Its technology licensing division, **bBoothTECH**, offers the Company's **Notifi** product, a multi-platform, push-to-screen, interactive audio/video messaging app for consumer brands and other business applications. For more information on **bBooth**, visit [www.bbooth.com](http://www.bbooth.com).

### **Safe Harbor Statement**

This press release contains statements, which may constitute forward-looking statements within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Those statements include statements regarding the intent, belief or current expectations of bBooth, Inc., members of its management, and assumptions on which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements.

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