



## **nFusz CEO To Share Plan to Disrupt Digital Advertising Through Blockchain Technology On iHeartRadio CEO Money Talk Radio Show**

HOLLYWOOD, CA - January 31, 2018 – [nFusz, Inc.](#) (OTCQB: [FUSZ](#)), the Hollywood-based digital technology company, announces that its CEO Rory J. Cutaia, will update listeners during his weekly guest appearance on iHeartRADIO’s popular *CEO Money - America’s Business Show*, hosted by Michael Yorba, about his plans to incorporate blockchain technology into their notifiCRM platform. The nFusz CEO will share his vision to utilize blockchain technology and crypto-currency to command a greater number of views for the interactive digital video ads distributed online by their notifiCRM subscribers. Mr. Cutaia’s plan is to utilize blockchain technology and crypto-currency to compensate viewers of the interactive ads and then allow the viewers to utilize that currency toward the purchase of the products and services featured in the interactive video ads.

“The massive revenue stream generated in online advertising is based almost entirely on the number of views a piece of advertising content generates,” states nFusz CEO Rory J. Cutaia. “Isn’t it about time that we allow the people responsible for generating that revenue – the viewers themselves – to participate in that income opportunity,” continues Mr. Cutaia. “Our plan is to create an entirely new ecosystem for the distribution of advertising revenue utilizing some of the latest innovations in blockchain technology and crypto-currency,” continues Mr. Cutaia.

The company has just launched ENTOURAGE, a special version of its notifiCRM platform designed specifically for network marketing sales representatives. One of the videos in their Entourage interactive video marketing campaign can be viewed by clicking [here](#).

Anyone can sign-up for a notifiCRM Entourage account from the nFusz website [here](#), which features a dropdown menu making it easy for independent representatives with many of the major network marketing organizations to get started.

This segment will air live today on iHeartRADIO’s popular *CEO Money - America’s Business Show*, hosted by Michael Yorba, and heard on Talk Radio 1190 AM in Dallas/Fort Worth, TX and online at [www.wfn1.com](#) at 3pm ET/12pm PT.

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

[nFusz, Inc.](#) ([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).

## **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](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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