



nFusz Engages Software Integration Expert Concentrus

Hollywood, CA – February 21, 2018 -- [nFusz, Inc.](#) (OTCQB: [FUSZ](#)), the Hollywood-based digital technology company, announces that it has engaged [Concentrus, Inc.](#) to accelerate integration of its [notifiCRM](#) interactive video technology into the cloud-based platforms of popular enterprise resource planning (ERP) and customer relationship management (CRM) providers.

“As soon as we saw a demo of nFusz’ [notifiCRM](#) interactive video technology, we knew we wanted to be involved,” states [John Martinez](#), Concentrus Vice President. “We see scores of sales-based software solutions but [notifiCRM](#) is something quite unique, and very exciting. We’re honored to have been chosen by nFusz to assist them in bringing this product to a broader market,” continues Mr. Martinez.

“Choosing Concentrus was a no-brainer for us,” states nFusz CEO, [Rory J. Cutaia](#). We were looking for a very particular set of skills, expertise and professionalism. With Concentrus, we were able to check all those boxes, and more. We’re very excited about what we will accomplish together in the near term and beyond,” continues Mr. Cutaia.

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](#).

About Concentrus, Inc.

At [Concentrus](#), we transform entrepreneurial companies into professionally run businesses by taking the time to listen to our customers and understand their core business challenges. Concentrus is a complete NetSuite solutions provider that guides organizations through how to use NetSuite to reach highly focused business goals and objectives. We provide implementation,

developer integration, and customization services to ensure that you have a long-term solution that is tailored to fit your systems, people, and processes. For more information on Concentrus, Inc. visit www.concentrus.com.

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