



## **nFusz Announces Partnership With Top Lead Gen Agency dr2marketing**

HOLLYWOOD, CA – March 19, 2018 – [nFusz, Inc.](#) (OTCQB: [FUSZ](#)), the Hollywood-based digital technology company, has entered into a strategic partnership with [dr2marketing](#). With more than 25 years of direct response and lead generation expertise, dr2marketing boasts a client roster that includes many of the largest healthcare organizations and medical centers in the country.

dr2marketing and nFusz will share revenue derived from use of the nFusz [notifiCRM](#) interactive video platform by dr2marketing clients. In addition, dr2marketing will use their own branded notifiCRM Enterprise account to create interactive videos that they will post within display, retargeting, and Google PPC advertisements, among many other marketing initiatives.

“nFusz’s interactive video technology engages a target audience more effectively than anything we’ve ever seen,” says [Roger Lee](#), Managing Partner of dr2marketing. “We’ve personally observed how powerful their notifiCRM in-video interactive calls to action can be, and we look forward to employing this tool for the benefit of all of our clients.”

“dr2marketing is another great partner for nFusz, as we continue to expand our reach into the advertising and digital marketing sectors,” states nFusz CEO, [Rory J. 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 dr2marketing**

Based in Dallas/Fort Worth, [dr2marketing](#) is a full-service agency specializing in lead generation campaigns. From traditional media to social media and beyond; we brand your company through direct response strategies and provide customized solutions to bring you new business. At

dr2marketing, we help lead clients through the changing landscape that is influenced by technology, culture and the economy.

For more information, please visit [Dr2marketing.com](http://Dr2marketing.com) or call 817-778-4695.

### **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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