



nFusz To Await Regulatory Guidance Before Proceeding With Blockchain-Based Digital Advertising Plans

HOLLYWOOD, CA – May 4, 2018 – [nFusz, Inc.](#) (OTCQB: [FUSZ](#)), the Hollywood-based digital technology company, announces that it will not pursue its blockchain-based digital advertising strategy until the U. S. Securities and Exchange Commission and other regulatory agencies provide bright-line rules and regulations around the use of crypto and token currencies utilized in blockchain implementations.

In January of this year, nFusz CEO, [Rory J. Cutaia](#), announced plans to investigate the viability of utilizing blockchain technology and crypto-currency to compensate viewers of nFusz' clients' interactive video ads, and then allow the viewers to utilize that currency toward the purchase of the products and services featured in the interactive video ads.

“Earlier this year I announced plans to investigate the implementation of a blockchain-based strategy to create an entirely new ecosystem for the distribution of advertising revenue utilizing some of the latest innovations in blockchain technology and crypto-currency,” states Mr. Cutaia. “I stated that I would report back at the end of Q-1 2018 to confirm our intentions. After a thorough investigation of the current regulatory landscape, it is my conclusion that listed companies need to wait until the SEC completes their ongoing review of this new area and provides a clear set of rules upon which we can rely,” continues Mr. Cutaia. “Our company is keenly focused on value creation for our shareholders, and we are fortunate enough to be engaged in a number of value creation initiatives that are quantifiable within the current, defined regulatory environment, and that’s where we intend to remain,” 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 cloud-based, Software-as-a-Service (SaaS) products. Our flagship product, [notifiCRM](#), is a subscription-based Customer Relationship Management (CRM), sales/lead generation, and social engagement platform compatible with all mobile and desktop devices. Leveraging the power of our interactive video technology, notifiCRM does the selling for you, effectively eliminating sales skill from the sales process. Customers report up to a 600% increase in conversion rates. Our platform can accommodate any size campaign or sales organization, and it’s enterprise-class scalable to meet the needs of today’s global organizations. For more information on nFusz, Inc., visit www.nFusz.com.

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, 2017, 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 7

Please address investor inquiries to: investors@nfusz.com
855.250.2300, extension 2