



nFusz and Odoo Announce Strategic Partnership

nFusz to Offer Augmented Sales Intelligence Software to 3.9 Million Odoo Users

HOLLYWOOD and SAN FRANCISCO, September 10, 2018 (GLOBE NEWSWIRE) -- [nFusz, Inc.](#) (OTCQB: FUSZ), a leader in business-focused interactive video and the pioneer of augmented sales intelligence software, announced it has entered into a partnership with Belgian software giant [Odoo](#) to incorporate the nFusz [notifiCRM](#) application into Odoo's global business applications platform. Odoo provides a complete suite of integrated apps to address any business need. With both cloud-based as well as on-premises offerings, and over 3.9 million users, Odoo is the most installed business software in the world.

"We disrupted the management software business by giving millions of companies easy access to the software they need to run and expand their business," stated Fabien Pinckaers, CEO of Odoo. "We're now excited to welcome nFusz, another disruptor, to the Odoo ecosystem. With notifiCRM, nFusz' interactive video-based sales tool, nFusz will make augmented sales intelligence capabilities available to our almost 4 million users who rely on us to provide true, next-generation solutions to help them meet and exceed their sales objectives and grow their businesses."

"Video has become an absolutely essential part of the sales, marketing, and customer retention strategies for every business all over the world," stated [Rory J. Cutaia, CEO of nFusz](#). "What makes us different, compelling, and exciting, is that we deliver measurable results. Prospects and customers can now respond to sales and marketing calls to action in real time by clicking right in the video. Not only does this eliminate friction from the sales process, but it also serves to collect valuable data about customers and the effectiveness of sales strategies by tracking and reporting each viewers' interactions and engagement with the video. Odoo is an excellent partner for us, and their platform of integrated business software is an effective way to rapidly scale our own business by distributing our product to millions of users on a global basis," continued Mr. Cutaia.

notifiCRM is expected to be available to Odoo customers beginning next month.

About Odoo

Odoo is a global management software provider, offering a suite of fully integrated business apps capable of solving any business need. From CRM to ecommerce, Accounting to HR, Inventory Management to Billing and Invoicing, Odoo's official modules along with thousands developed by its user community give Odoo an unparalleled functional scope. Odoo's mission is to fulfill every business need with a single unified platform to provide maximum functionality, ease of use, scalability, ease of development and a competitive edge for all businesses large and small. Whether it is on SaaS, PaaS, or self-hosted, Odoo is the most installed business software in the world. It is used by over 3.9 million users worldwide ranging from startup companies to large enterprises.

About nFusz, Inc.

nFusz, Inc. (OTCQB: FUSZ) is a recognized leader in business-focused interactive video and a pioneer of augmented sales intelligence software. The company's flagship product, [notifiCRM](#), is the first interactive video-based customer relationship management (CRM) platform that allows anyone to create, distribute, post, track, and measure interactive videos that do the selling for you, effectively eliminating friction and sales skill from the sales process. Prospects and customers can respond to a call to action by clicking right in the video, while the video is playing and while their interest level is piqued – and no download of any kind is required. nFusz products are cloud-based, Software-as-a-Service (SaaS), available by subscription, and accessible on all mobile and desktop devices. nFusz users report significant increases in engagement and conversion rates and the company's enterprise-class global platform can accommodate any size campaign or sales organization. nFusz products give business professionals the tools they need to compete effectively in today's video-centric business and social media environment. The company's newest products, also based on its interactive video technology platform, include notifiMED, for the healthcare industry, and notifiEDU, for the education sector. For more information on nFusz, Inc., visit www.nFusz.com.

Safe Harbor Statement

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.

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