



nFusz Names Advisory Board Members

HOLLYWOOD, October 1, 2018 (GLOBE NEWSWIRE) -- [nFusz, Inc.](#) (OTCQB:FUSZ), a leader in business-focused interactive video and the pioneer of augmented sales intelligence software, names the first three members to its advisory board.

- **Jim DuBois**, former CIO at Microsoft
- **Lewis Jaffe**, former CEO of Oxford Media Inc., a video on-demand and high-speed internet access company delivering content and services to the hospitality industry
- **Mory Watkins, MBA**, award winning business professor at Loyola Marymount University and former CEO of numerous public and private technology companies in video technology and media

“The applications for our interactive video technology, which now include advanced data collection capabilities, and the corresponding implications for growth in the sales, marketing, healthcare, education, and non-profit sectors, among others, are far greater than many may have originally foreseen,” stated Rory J. Cutaia, nFusz CEO. “I intend to pursue an aggressive, though well-conceived growth strategy for nFusz and our stockholders to exploit these opportunities, and to do so, I want to leverage the skills, talents, experience, relationships and resources of the best and the brightest. I feel privileged to have Jim DuBois, Lewis Jaffe, and Mory Watkins as members of our new Advisory Board, whose sole purpose is to help us create greater stockholder value.”

Jim DuBois served as Chief Information Officer at Microsoft from May 2013 through September 2017, where he was responsible for building, securing, and running Microsoft’s internal systems. During his 25-year tenure at Microsoft, Mr. DuBois also led Microsoft’s application, infrastructure, and security teams. He is also the author of the critically acclaimed book about the lessons he learned during Microsoft’s transformation under CEO Satya Nadella: *Six Word Lessons to Think Like a Modern-Day CIO*. Prior to joining Microsoft, Mr. DuBois held senior executive positions at Accenture. Mr. DuBois has degrees in Computer Science and Business from the University of Washington.

“The data collection and analytics capabilities of the nFusz interactive video platform are very impressive,” stated Mr. DuBois. “I see significant market opportunities for the nFusz platform, and I look forward to lending my support to Rory and the management team during this high-growth period in the company’s history.”

Lewis Jaffe has created over \$1 billion in shareholder value during his roles as both a CEO and a board member at numerous public companies where he conceived and executed successful growth strategies. His notable roles and accomplishments include: CEO, PictureTel (PCTL), a NASDAQ-listed video-conferencing company; CEO, Oxford Media (OXMI), where Mr. Jaffe’s growth initiatives resulted in Oxford Media becoming the second largest video on-demand provider; Founder, MovieMe, the world’s first ultra-fast download service for Hollywood video content; President, Verso Technologies

(VRSO); Former Lead Independent Director of Benihana (BNHN), where he led the take-private transaction; Inventor, with robust tech-related patent portfolio (mainly in telecom and content delivery) a.k.a. “The Godfather” of Videoconferencing; Clinical Professor and Entrepreneur in Residence, Loyola Marymount University, undergrad and MBA - (Professor of the Year 2016); Creator of The ONE DAY MBA®; and Managing Director at Arthur Andersen. Mr. Jaffe attended University of Pennsylvania, earned a BS degree from La Salle University, and attended Stanford University Graduate School of Business.

“I’m thrilled to be joining such an innovative team,” stated Mr. Jaffe. “The use of video content in sales and marketing has been expanding at an explosive pace. The introduction of interactivity within video, as developed by Rory and his talented team at nFusz, represents the next evolution of video, and I’m very excited to be part of it.”

Mory Watkins is a senior strategic financial executive and CFO with extensive successful experience in SaaS, high-growth, private equity-backed and venture-backed companies, as well as in the development and execution of successful roll-up strategies. His background also includes extensive M&A and corporate development work at four public companies, including new investment and portfolio company work at a private equity fund. Mr. Watkins is a graduate of Washington and Lee University, as well as Northwestern University Kellogg School of Management, where he earned an MBA in finance and accounting.

“I understand very clearly what Rory and his exceptional leadership team intend to accomplish with nFusz, and I am excited to apply my knowledge and experience to help them achieve their growth and value creation goals,” stated Mr. Watkins.

About nFusz, Inc.

nFusz, Inc. (OTCQB: FUSZ) is a recognized leader in business-focused interactive video and the 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 increase engagement and conversion rates by up to 600 percent. Video viewers can respond to one or more calls to action by clicking within a video while it’s playing – and no download is required. nFusz products are cloud-based, Software-as-a-Service (SaaS), available by subscription for individual and enterprise users, and accessible on all mobile and desktop devices. The company’s newest products, also based on its interactive video technology platform, include notifiMED, for the healthcare industry, notifiEDU, for the education industry, and notifiNPO, for non-profit organizations. For more information on nFusz, Inc., visit: www.nFusz.com.

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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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