



nFusz Adds Industry Leaders to Its Distinguished Advisory Board

HOLLYWOOD, November 1, 2018 (GLOBE NEWSWIRE) -- [nFusz, Inc.](#) (OTCQB:FUSZ), a leader in business-focused interactive video and the pioneer of Augmented Sales Intelligence software, named two additional members to its advisory board, increasing membership to five.

Erik Nielsen, Senior Director, Marketing Strategy, Southwest Airlines.

Chuckie Reddy, Managing Director at top 20 Fortune 500 global investment bank.

Mr. Nielsen and Mr. Reddy have joined a distinguished nFusz advisory board that includes:

Jim DuBois, former CIO at Microsoft; led Microsoft in CIO and Chief Information Security Officer roles, directing IT modernization through corporate growth and acquisition integrations. Serves in board director, advisor, and senior leadership roles, shaping enterprise technology global vision and industry leadership positioning, and customer product and service delivery strategies.

Lewis Jaffe, award winning business professor at Loyola Marymount University; 30+ years CEO/President and Board member public companies. Known as the “Godfather of Video Conferencing”.

Mory Watkins, MBA, strategic financial executive and CFO; with unique combination of private equity, investment banking, and corporate development expertise; specializing in M&A, and inorganic high growth. Author of #1 corporate development blog:
www.TheCorporateDevelopmentBlog.com

“We have laid the foundation for an aggressive 2019 growth strategy to capitalize on opportunities we’ve developed in sales, marketing, healthcare, education, and non-profit sectors,” stated Rory J. Cutaia, nFusz CEO. “These opportunities include new partnerships, integrations, acquisitions, and new products, together with a planned capital raise and uplisting to NASDAQ, all designed to increase shareholder value. The successful execution of this growth strategy requires a highly coordinated effort, designed, managed, and monitored by a leadership and advisory team at the top of their game. I’m proud and privileged to report that I’ve assembled an extraordinary team of professionals that comprise our Advisory Board, as well as our Board of Directors, whose collective resources, relationships, expertise and commitment to our success will help drive the results I want for our shareholders and other stakeholders. We’re honored to add Erik Nielsen and Chuckie Reddy to this talented group,” continued Mr. Cutaia.

Erik Nielsen has more than 20 years of senior executive level strategic planning, marketing, and advertising experience. At the intersection of marketing and technology, Erik’s agency career included roles with Fortune 500 companies Microsoft, Verizon, P&G, Nike, MasterCard, MSN, The Oprah Winfrey Network, XBOX, Yahoo, and eBay. He is currently Senior Director at Southwest Airlines, overseeing Marketing Strategy. Passionate about product development, Mr. Nielsen is a globally

recognized game designer (“Game of the Year” nominee for LINQ™, Cannes France, 2010), and co-founder of the popular dating app, 2Truths and a Lie™. He was previously Executive Director at Trailer Park, the largest entertainment marketer in the U.S., Director of Brand Strategy at Young & Rubicam, NY, and Co-Founder of McNulty Nielsen, Inc., a Los Angeles-based production facility. Mr. Nielsen is a lifelong tech enthusiast, having started his career at Accenture as a software developer.

“I’ve been involved in leading-edge technology all of my professional career,” stated Erik Nielsen. “It’s not the technology itself that determines success and leadership status. It’s how the technology is deployed. And that’s what compelled me to become part of the nFusz team. They had the foresight to take a novel technology and deploy it a way that will have a meaningful impact on numerous industries for years to come. I’m excited to be part of this forward-thinking team.”

Chuckie Reddy is a senior finance professional with over 18 years experience in M&A finance and corporate development. He is currently Managing Director at a top 20 Fortune 500 global investment bank where he has been for the past 15 years. Mr. Reddy is also an active venture investor and is currently invested in over 15 unique private companies (seed through late-stage) across many sectors. Mr. Reddy has a B.A. in Economics with a concentration in Finance from the University of Virginia.

“Rory’s growth strategy for nFusz includes an emphasis on complimentary, accretive acquisitions,” stated Mr. Reddy. “I’m very excited to work with him and the other professionals on team nFusz to identify, analyze, and structure those opportunities likely to create the greatest shareholder value. It’s an exciting time to be part of this amazing group of individuals. As a platform business, nFusz represents a remarkable opportunity. I have worked with many young, high-growth companies. I’m thrilled to be joining the advisory team and offer my financial and M&A expertise.”

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 notifiNGO, for non-profit organizations. 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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