



nFusz Announces Agreement With ICON Aircraft

HOLLYWOOD, Calif. – November 2, 2018 – [nFusz, Inc.](#) (OTCQB: [FUSZ](#)), a leader in business-focused interactive video and the pioneer of Augmented Sales Intelligence software, announced an agreement for its [notifiCRM](#) interactive video CRM with [ICON Aircraft](#), the revolutionary light sport aircraft manufacturer whose mission is to make personal flying more accessible.

ICON will use notifiCRM to assist with its lead generation and marketing campaigns. Customers will be able to click on links within interactive videos to download product information, sign-up for the ICON Newsletter, place a deposit for an aircraft, and schedule an appointment with a product specialist, among other features, all without leaving the video experience.

“notifiCRM is a cutting-edge tool that’s going to help us accelerate our lead capture-to-conversion process,” said Mike Farley, VP of Global Sales and Marketing for ICON Aircraft. “This technology provides a level of sophistication and innovation that our customers have come to expect from everything we do.”

“I recently had the awe-inspiring experience of piloting a new ICON A5, taking-off and landing on a lake almost effortlessly,” said nFusz CEO, [Rory J. Cutaia](#). “I was so impressed with the engineering and technology behind this extraordinary aircraft, and as a pilot-in-training and ICON A5 Deposit Holder myself, I’m extremely proud that ICON is bringing notifiCRM into the aviation sector. Our leading-edge technology is a natural fit with ICON’s culture of innovation. I’m looking forward to seeing how they integrate our platform into their marketing efforts.”

For more information about notifiCRM and its proven impact on sales and marketing efforts, visit www.nfusz.com or email info@nfusz.com. For more information on the ICON A5, visit www.iconaircraft.com.

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.

About ICON Aircraft



[ICON Aircraft](#)'s mission is to accelerate the democratization of personal aircraft and 3-D mobility. ICON creates consumer-friendly, safe, technologically advanced aircraft that make the freedom and adventure of flying accessible to mainstream consumers.

ICON's first aircraft is the A5, an amphibious sport plane that fuses outstanding aeronautical engineering with world-class product design and unprecedented safety features. The A5 is the world's first production aircraft that is spin-resistant, making it arguably one of the safest small aircraft ever created. The A5 has won some of the world's most prestigious design awards and has inspired a global following.

ICON Aircraft was founded in response to a global aviation regulatory reform movement led by the Federal Aviation Administration (FAA) intended to drive innovation, safety, and accessibility of small aircraft. The company has locations in Northern California, Los Angeles, Tampa, and Baja California.

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

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