



nFusz Announces Partnership Deal with Full-Service Agency dr2marketing

HOLLYWOOD, CA – March 15, 2018 – [nFusz, Inc.](#) (OTCQB: [FUSZ](#)), the Hollywood-based digital technology company, has entered into a partnership deal with [dr2marketing](#), the Dallas/Fort Worth-based full-service agency. With more than 25 years of direct response and lead generation expertise, dr2marketing is the market leader in ROI. Their client roster includes ESPN Radio, TCU Athletics, D&M Leasing, and many of the U.S.'s largest healthcare organizations and medical centers.

By partnering with nFusz, dr2marketing will share revenue derived from use of the nFusz interactive video technology by dr2marketing clients. This includes the notifiCRM interactive video CRM platform, as well as notifiADS, interactive videos posted within display, retargeting, or Google PPC advertisements. Additionally, as a subscriber to their own notifiCRM Enterprise account, dr2marketing has access to create and send their own interactive videos.

“Interactive video is a method to engage and target an audience that surpasses anything we’ve ever seen,” says Roger Lee, Managing Partner of dr2marketing. “We’ve already personally observed how powerful the in-video, interactive calls to action can be, and we look forward to equip all of our clients with this tool.”

“dr2marketing is another great partner for nFusz, as we continue to expand our reach in the advertising and digital marketing sectors” adds nFusz CEO Rory Cutaia. “With notifiCRM, dr2marketing and their clients are all set up with a highly lucrative way to gain attention of their prospects and improve their conversion rates.”

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 new broadcast and cloud-based, Software-as-a-Service (SaaS) products. We offer subscription-based Customer Relationship Management (CRM), sales lead generation, and social engagement software on mobile and desktop platforms for sales-based organizations, consumer brands, and artists seeking greater levels of engagement and higher conversion rates. Our software platform can accommodate any size campaign or sales organization, and its enterprise-class scalability meets the needs of today's global organizations. Our service is built around our proprietary “Video-First” notifi technology, which places interactive video front and center in all customer and prospect communications. With our flagship product, [notifiCRM](#), we've re-invented what a CRM, lead-gen tool should be in today's video-centric business and social environment. Now watch for our live broadcast interactive video platform that will redefine what “engagement” means in consumer video consumption. For more information on nFusz, Inc., visit www.nFusz.com.

About dr2marketing

Based in Dallas/Fort Worth, [dr2marketing](#) is a full-service agency specializing in lead generation campaigns. From traditional media to social media and beyond; we brand your company through direct response strategies and provide customized solutions to bring you new business. At dr2marketing, we help lead clients through the changing landscape that is influenced by technology, culture and the economy.

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, 2016, 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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