

VERB Announces Strategic Partnership With Waymark Video Creation Platform

HOLLYWOOD, Calif., April 29, 2019 (GLOBE NEWSWIRE) -- VERB Technology Company, Inc. (NASDAQ: VERB) ("VERB"), a leader in business-focused interactive video sales and marketing applications and the pioneer of Augmented Sales Intelligence software, today announced a strategic partnership with [Waymark](#), an art and technology company that builds smart marketing tools, offering business-focused video templates that allow users to create video content through the use of still images and photographs, reducing friction during the video creation process.

Waymark will offer VERB's proprietary interactive video technology within its video creation platform, allowing users to more effectively track engagement and interact with customers.

"VERB's technology will give our users the ability to make their Waymark videos more engaging by adding clickable tags, in addition to providing access to detailed video analytics and actionable insights," said Nathan Labenz, CEO at Waymark. "The combination of VERB and Waymark's technologies will offer users an outlet to produce and distribute content that can truly drive substantial conversion while adding value broadscale."

"Waymark is a leading-edge, forward-thinking company with amazing video creation tools," stated Rory J. Cutaia, CEO of VERB. "Combining our interactive video 'tagg' capabilities with Waymark's platform should produce enormous value for our respective clients, customers and stockholders."

About Waymark

Waymark is an art and technology company that empowers anyone to make exceptional video ads in seconds. The company is working to bridge the gap between local advertisers and the future of video with their propriety video technology, which makes high quality video at scale a real possibility for advertisers. With Waymark's premium video templates, advertisers are able to create agency-quality content quickly and affordably. The company's collection of templates are professionally produced, full commercials that anyone from a global brand to a small business can personalize in minutes. Waymark is headquartered in Detroit, Michigan, and is online at [Waymark.com](#).

About VERB Technology Company, Inc.

VERB Technology Company, Inc. is rapidly emerging as the market leader in sales and marketing applications utilizing its proprietary interactive video data collection and analysis technology. Following its successful acquisition of Utah-based Sound Concepts, the leading provider of digital tech-based marketing and customer relationship management applications for the direct sales, network marketing and affiliate marketing industries, the newly combined company provides next-generation customer relationship management ("CRM"), lead generation, and video marketing software applications under the brand name TAGG. The Company's proprietary and patent-pending technology produces real-time, measurable results with customers reporting greater than 600% increases in conversion rates. The

Company's software-as-a-service (SaaS) products are cloud-based, accessible on all mobile and desktop devices, and are available by subscription for individual and enterprise users. The Company's technology is integrated into popular ERP, CRM, and marketing platforms, including Oracle NetSuite, Adobe Marketo, and integrations into Salesforce.com, Odoo, and Microsoft, among others are underway. To create and 'tagg' your own videos that you can share and post to social, try taggLITE, available for FREE on our website.

For more information, please visit: www.myverb.com.

Cautionary Note on Forward-Looking 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, 2018, 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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Source: Verb Technology Company, Inc.