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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): September 9, 2016

**bBooth, Inc.**

(Exact name of registrant as specified in its charter)

**Nevada**

(State or other jurisdiction  
of incorporation)

**000-55314**

(Commission  
File Number)

**90-1118043**

(IRS Employer  
Identification No.)

**346 S. Hauser Blvd, Suite 210  
Los Angeles, California**

(Address of principal executive offices)

**90036**

(Zip Code)

**(855) 250-2300**

(Registrant's telephone number, including area code)

**Not Applicable**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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#### **ITEM 1.01 ENTRY INTO A MATERIAL DEFINITIVE AGREEMENT**

**bBooth, Inc.** (OTCQB: BBTH), announces it has entered into an agreement with The Matrix Group, one of the largest networks of independent representatives of ACN, for its bNotifi technology; a push-to-screen, media-rich, interactive audio/video messaging and communications platform for enterprise-scale lead-generation, customer-retention, and training. Under the terms of the agreement, bBooth will produce a white-labeled version of its bNotifi technology in custom-designed mobile, desktop, and web-based apps, all controlled by a robust back-end administration console, priced at \$5.00 per representative per month which will be made available to all of The Matrix Group representatives, as well as 890,000 independent representatives in affiliate organizations. The program is expected to launch by year-end.

#### **ITEM 7.01 REGULATION FD DISCLOSURE**

A copy of our press release dated September 9, 2016 is furnished with this current report on Form 8-K as Exhibit 99.1 and is incorporated into this Item 7.01 by reference.

In accordance with General Instruction B.2 of Form 8-K, the information in Item 7.01 on this Form 8-K, including Exhibit 99.1 is being furnished and shall not be deemed to be “filed” for purposes of Section 18 of the Securities Exchange Act, or otherwise subject to the liabilities of that section, and shall not be incorporated by reference into any registration statement or other document filed under the Securities Act or the Securities Exchange Act of 1934, except as shall be expressly set forth by specific reference in such filing.

#### **ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

99.1 News release dated September 9, 2016

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this current report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: September 15, 2016

**bBOOTH, INC.**

By: /s/ Rory J. Cutaia

Name: Rory J. Cutaia

Title: Chairman and Chief Executive Officer

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**The Matrix Group Selects bBooth's Enterprise-Scale bNotifi Technology  
For National Lead-Generation Program**

**bBooth to Provide Interactive Mobile and Desktop Applications for  
National Network of Independent Representatives**

**Hollywood, CA September 9, 2016** – **b Booth, Inc.** (OTCQB: **BETH**), the Hollywood-based entertainment technology company, is pleased to announce that it has entered into an agreement with Torrance, CA-based **The Matrix Group** to provide a push-to-screen, media-rich, interactive audio/video messaging and communications platform for enterprise-scale lead-generation, customer-retention, and training for The Matrix Group and 890,000 independent representatives in affiliate organizations.

“We’re very excited to work with Byron Nelson, the forward thinking Founder and CEO of The Matrix Group, to provide their independent representatives with the unrivaled power of our bNotifi technology,” states bBooth CEO, Rory J. Cutaia. “With The Matrix Group’s custom-branded bNotifi mobile, desktop and web-based applications, Byron and his team will drive sales and customer retention to unprecedented levels.” In addition, the sales and product training modules built into our bNotifi platform will ensure that The Matrix Group representatives accelerate up the learning curve to realize their full potential much more rapidly.” Moreover, with the entire program priced at only \$5 per month per representative, Byron has ensured that everyone within The Matrix Group and the 890,000 affiliate representatives will have access to the platform,” continues Mr. Cutaia.

“At The Matrix Group, we pride ourselves on being at the cutting edge of leadership training and personal wealth creation,” states Byron Nelson, The Matrix Group Founder & CEO. “I’ve never seen a more effective, more engaging tool for sales based organizations seeking to beat – not just meet, their customer acquisition goals and objectives, and we can’t wait to roll it out to our entire organization,” continues Mr. Nelson.

**About The Matrix Group :**

The Matrix Group is a collective body of entrepreneurs, business owners, doctors, attorneys, real estate agents, pastors, educators, and entertainers just to name a few. We all work together to bring a spirit of excellence to those who choose to make a difference in the world around them. The vehicle that we have utilized for over 20 years, allows us to build generational and legacy wealth to change the economic blueprint of anyone who has a burning desire to succeed. Come experience life without excuses, without time or financial limits.

The M.A.T.R.I.X Group – **M**aking **A** **T**eam **R**ealize **I**ts **E**xpectations!

To learn more about The Matrix Group go to: [www.thematrixgroup.com](http://www.thematrixgroup.com)

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**About b Booth:**

**bBooth** (OTCQB: BBTH) is a Hollywood-based entertainment technology company. Through our innovative, groundbreaking technology, bBooth has been called the best new platform for content creation and distribution, artist promotion, fan engagement, and brand activation. Through fully integrated mobile, desktop, and web based applications, our bNotifi technology provides push-to-screen, media-rich, interactive audio/video messaging and communications for industry leading social engagement, as well as an enterprise-scale lead-generation and customer-retention platform for sales professionals and others. For more information on **b Booth**, visit [www.b Booth .com](http://www.bBooth.com).

**Forward-looking & Safe Harbor Statement:** Certain statements in this release may contain forward-looking information within the meaning of Rule 175 under the Securities Act of 1933 and Rule 3b-6 under the Securities Exchange Act of 1934, and those statements are subject to the safe harbor created by those rules. All statements, other than statements of fact, included in this release, including, without limitation, statements regarding potential future plans and objectives of the Company, are forward-looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. The Company cautions that these forward-looking statements are further qualified by other factors. 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.b Booth .com](http://www.bBooth.com)

**Please address media inquiries to:** [info@b Booth .com](mailto:info@bBooth.com) or call 855 250-2300 ext. 2

**Please address investor inquiries to:** [investors@b Booth .com](mailto:investors@bBooth.com) or call 855 250-2300 ext. 3

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