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Spindle to Offer MeNetwork Services to OFFWIRE Cellular Customers Through Wireless Channel Partner MMIT (Mobile Merchant Innovative Technologies)

Agreement Will Proliferate Spindle's Mobile Marketing and Merchant POS Ecosystem to Thousands of Loyal Patrons of OFFWIRE's Training and Inventory Management Programs

SCOTTSDALE, AZ -- (Marketwired) -- 01/07/14 -- Spindle, Inc., (OTCQB: SPDL) ("Spindle"), a leading provider of mobile commerce solutions, announced that it has signed an agreement to offer its MeNetwork mobile marketing services to the cellular customers of OFFWIRE, a major national distributor of wireless systems and accessories. This agreement was negotiated through Spindle's distribution partner MMIT (Mobile Merchant Innovative Technologies), a communications solutions provider that serves wireless retail channels, whom Spindle engaged as a partner in October of 2013. The OFFWIRE deal will introduce thousands of new customers in the telecommunications arena to MeNetwork's merchant offering of location-based coupons, promotions, loyalty programs and sales content, in addition to Spindle's POS capabilities.

"We're excited that MMIT has already generated a large-scale deal on behalf of Spindle's MeNetwork platform," said Bill Clark, chief executive officer at Spindle. "The company has quickly proven itself as a dynamic partner by introducing an entrenched wireless leader like OFFWIRE into the MeNetwork fold. We look forward to negotiating additional relationships in the wireless community through this ongoing association."

OFFWIRE is a full-service North American distributor of wireless accessories, which supports a committed base of cellular customers through comprehensive programs and solution-driven services. These include providing value beyond accessories distribution with hands-on account management; a detailed training program to develop the customers' businesses; and an extensive Vendor Managed Inventory (VMI) program that assists in sales and product forecasting, allowing OFFWIRE clientele to maintain more accurate -- and cost-effective -- levels of stock, supported by BI and Vendor Managed Analytics.

Headquartered in Plymouth, Michigan, MMIT is a mobile merchant product and services provider working with customers in the wireless and telecommunications channels. MMIT provides benefits to these customers through innovative mobile merchant applications and integrated mobile solutions designed to grow business, creating new opportunities to capture sales, and develop continued customer relationships.

"We have been working diligently to drive sales of Spindle's mobile marketing platform, which offers considerable benefit for our partners, empowering them to target end-customers and create ongoing relationships through customizable mobile marketing content," said Thomas Huss, vice president operations at MMIT. "It's to our advantage to offer such a competitive tool for our wireless customers, enhancing their own capabilities."

About Spindle, Inc.

Spindle is an innovator of mobile commerce solutions for financial services providers and consumer-facing merchants of all sizes. Spindle is focused on pioneering new ways for businesses to rapidly integrate mobile payments acceptance and mobile marketing services while empowering location-based merchant discovery, fulfillment and frictionless mobile payments for consumers. Spindle is dedicated to expanding beyond traditional electronic payment boundaries by offering cutting-edge solutions that allow clients, partners, merchants and consumers to take full advantage of the rapidly emerging mobile economy. Spindle has an extensive proprietary intellectual property portfolio -- which include patents pending -- that encompass networks, mobile payments, and security. For more information, visit www.spindle.com.

About MMIT LLC

Mobile Merchant Innovative Technologies is a Michigan-based company and an industry leader in the mobile merchant space led by wireless industry veterans Thomas Huss and Sam Karadsheh. With national distribution, MMIT is primarily focused on delivering a complete range of merchant products and services within all of the developed wireless retail channels.

About OFFWIRE

OFFWIRE is a national distributor of wireless accessories, bringing wireless business solutions to channels in categories such as power, protection, security and unified communications. The company's top initiatives combine the development of new revenue streams and the establishment of social brand equity for its partners in the cellular industry. OFFWIRE sells product in more than 5,000 locations. The company believes the ability to provide strategic insights for its customers through business intelligence and vendor-managed analytics is the next evolution of vendor inventory management. This strategy will allow business customers to simplify, focus, and execute their objectives to reach their optimal potential.

Forward-Looking Statements

This release includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements regarding our expected future financial position, results of operations, cash flows, financing plans, business strategy, products and services, competitive positions, growth opportunities, plans and objectives of management for future operations, as well as statements that include words such as "anticipate," "if," "believe," "plan," "estimate," "expect," "intend," "may," "could," "should," "will," and other similar expressions are forward-looking statements. All forward-looking statements involve risks, uncertainties and contingencies, many of which are beyond our control, which may cause actual results, performance, or achievements, as described in our reports filed with the Securities and Exchange Commission which are available for review at www.sec.gov, to

differ materially from anticipated results, performance, or achievements. We are under no obligation to (and expressly disclaim any such obligation to) update or alter our forward-looking statements, whether as a result of new information, future events or otherwise.

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