

January 28, 2014



Spindle Chief Executive Officer Bill Clark to Deliver Keynote at Mobile Payments Conference January 29

Presentation Will Discuss the Next Generation of Mobile Payment Technologies

SCOTTSDALE, AZ -- (Marketwired) -- 01/28/14 -- Spindle, Inc., (OTCQB: SPDL) ("Spindle"), a leading provider of mobile commerce solutions, announced today that Bill Clark, its chief executive officer, will deliver a keynote presentation at the 2014 Mobile Payments Conference. The event is being held from January 28 to 31 at the Miami Beach Convention Center. Clark's presentation, "The Next Frontier in Mobile Commerce: The Move From Transaction to Interaction," will take place on January 29 at 9:15 a.m.

In his address, Clark will examine the evolution of mobile commerce, exploring mobile marketing and point-of-sale (POS) trends that will create a unique value proposition for both merchants and consumers. The presentation will suggest how these innovations will benefit consumers, merchants, retailers, merchant service providers and other parties in the mobile commerce ecosystem. Among the specific topics that Clark will include are emerging marketing techniques and their potential to enhance personal interaction between businesses and their customers by delivering a more customized, immediate and gratifying shopping experience.

"It's an honor to be a keynote speaker at the Mobile Payments Conference," Clark noted. "Spindle is dedicated to driving the mobile commerce sector forward. We can accomplish this by continuing to develop innovative solutions, supported by an intelligent industry dialog that recognizes the best way to serve both the customer and the business owner. The Mobile Payments Conference is the perfect venue to promote this conversation. As an industry, we can set the standard for a more intrinsic and valuable experience for everyone involved in the mobile economy."

Sponsored by Mobile Marketing & Technology Magazine, the Mobile Payments Conference attracts an executive level audience from all areas of the mobile commerce sector. The field's leading experts will be on hand to offer insights on how mobile payment and next-generation solutions will impact merchant service providers, retailers and consumers.

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.

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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