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Spindle Introduces Yowza!! POS -- A Comprehensive Retail Management Platform

Robust Cloud-Based Suite Allows Merchants to Manage Business Operations From Mobile Devices

SCOTTSDALE, AZ -- (Marketwired) -- 04/29/14 -- Spindle, Inc., (OTCQB: SPDL), a leading provider of mobile commerce solutions, announced the availability of Yowza!! POS, a cloud-based, comprehensive point-of-sale and retail management platform for merchants. The new solution is a component of Yowza!! Merchant, a suite of tools that allow merchants to conduct and manage a full range of business functions, including inventory management, order processing, workforce management, payment functionalities, marketing and other core business operations from an iOS and Android device.

Yowza!! POS serves as a cloud-based central management console for small, medium, and larger merchants, giving them instant visibility into a number of mission-critical operations, including inventory across multiple locations, scheduling, and accounting functions. The system offers integrated marketing functionalities such as the enabling of email, couponing and redemption campaigns, and reward and loyalty program management that automatically synchronizes across all locations. Detailed reporting and analytics are also included to give merchants insight into sales and performance rates.

"We see Yowza!! POS, when coupled with our payment processing aggregation services, as an 'omni management' system that can be leveraged by all types of merchants, from street vendors all the way up to multi-location operations," said Bill Clark, chief executive officer at Spindle. "This sophisticated platform encompasses virtually all critical business operations in a cost-effective, accessible, and intuitive manner. We're eager to empower our merchants with this new set of always-accessible capabilities, and deliver the intelligence and functionality that will help them run their business and drive their success in the marketplace."

Yowza!! POS is latest offering from Spindle's line of advanced mobile commerce solutions, which includes mobile marketing solutions for merchants and consumers, as well as advanced and secure mobile payment processing capabilities.

According to Clark, Spindle plans to introduce even more functionality for Yowza!! POS in the coming months.

"We're building added capabilities, like advanced beaconing technologies that will enable

our merchants to drive marketing and loyalty features, and substantially enhance the value that both Yowza!! POS and Yowza!! Merchant delivers to customers," noted Clark. "This platform is an intrinsic part of our comprehensive mobile commerce solution, and will be one of our core strengths as we expand our market outreach for both the merchant- and consumer-facing solutions."

For more information, visit www.getyowza.com and www.yowzamerchant.com.

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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