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Spindle to Open Hyper-Local Mobile Marketing Initiatives Through EggZack Investment

Companies Will Initially Launch a Bundled Suite of Services, Including Point-of-Sale, Payment Processing, Mobile Couponing and Beacons Programs, and Local Marketing and Listing Services to Businesses in the Phoenix Metro Area

SCOTTSDALE, AZ -- (Marketwired) -- 02/26/15 -- [Spindle, Inc.](http://www.spindleinc.com) (OTCQB: SPDL), a leading provider of mobile commerce solutions, announced it has entered a strategic agreement with EggZack, the developer of the MyLocalONE suite of automated marketing solutions for regional and local businesses, to deliver a comprehensive mobile marketing program to merchants throughout the Phoenix metropolitan area. As part of the agreement, EggZack will integrate Spindle's POS services, Yowza!! Offers mobile couponing, and the Yowza!! Beacon program into its current portfolio, which includes search engine optimization, social marketing, email marketing, and web site management solutions.

Spindle will also make a strategic financial investment in EggZack to provide capital to accelerate market rollout. Spindle and EggZack will launch their collective co-branded services first in the Phoenix metropolitan area, with additional "hyper-local" launches scheduled for San Diego and Los Angeles this spring.

"The partnership with EggZack gives us the ability to quickly pursue lucrative opportunities in a variety of local markets, which perfectly complements our overall national go-to-market strategy," said Bill Clark, chief executive officer at Spindle. "EggZack has been quite successful in offering unified marketing services in specific local markets. It is a model that Spindle sees great value in, particularly as a comprehensive, single vendor-platform that can deliver a broad menu of marketing services directly to merchants in local markets. This proven sales model and 'feet on the street' is the next step for Spindle as we look to deliver Yowza!!'s broad scope of services, including beaconing, to hyper-local businesses. This alliance has the potential for generating significant revenue for both companies, and establishes a sustainable recurring revenue model that can be replicated in a variety of communities."

"The agreement will accelerate the growth of both our organizations," said Jon Zack, chief executive officer at EggZack. "The relationship with Spindle utilizes our expertise on the local level, and enables us to leverage the Yowza!! brand in markets across the nation. We are gearing up to launch in Phoenix, which is among the top ten markets in the country. In our estimation, the Phoenix market alone should generate three million dollars in revenue for the partnership in the first 12 months, with an annual rate of more than ten

million dollars as the market matures. We are already planning the expansion to ten additional major metropolitan areas in the very near future."

About Spindle

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 includes patents pending -- that encompasses networks, mobile payments, and security. For more information, visit www.spindle.com

About EggZack, Inc.

EggZack provides an automated sales and marketing system that is specially designed for businesses that serve local markets. The web- and mobile-based platform makes local marketing easier and more effective for sole proprietors, franchises and national chain stores by integrating and automating the management of their website, search engine optimization, social media, local search, email marketing, blogs, video, and directory optimization to generate more local leads. The system then makes it convenient for the leads to convert to transactions. The company, a client of the Ben Franklin Technology Partners of Northeastern Pennsylvania, is also backed by private investors and is headquartered at Ben Franklin TechVentures® in Bethlehem, PA. Visit www.EggZack.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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