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Spindle Signs Alpha Bay to Integrate With Payment Processing Platform and Bundle Yowza!!-Branded Services

Alpha Bay Will Integrate Spindle's Payment Solutions Into Its Mobile Commerce & Enterprise Business Platform

SCOTTSDALE, AZ -- (Marketwired) -- 03/03/15 -- [Spindle, Inc.](#) (OTCQB: SPDL), a leading provider of mobile commerce solutions, announced it has entered into a reseller agreement with Alpha Bay LLC, a provider of transformative technology that offers mobile, cloud and SaaS-based solutions to retailers of all sizes, including single entrepreneurs, small to midsize businesses, and large enterprises. Alpha Bay will integrate the Yowza!! Offers mobile couponing service into its product portfolio, and will resell Spindle's small business solutions for point-of-sale, ecommerce and mobile commerce under the Alpha Bay brand.

"Alpha Bay's market acumen aligns very well with Spindle's objective to offer a roster of marketing solutions from a single, consolidated source," said Bill Clark, chief executive officer at Spindle. "We welcome Alpha Bay as a partner and are delighted to make our Yowza!! services part of their unified retail commerce platform. This agreement is a noteworthy step forward in our strategy to increase market penetration in the retail channel."

"We have been impressed with Spindle's vision and its sophisticated range of payment technologies that offer an array of services, from mobile and tablet-based payment acceptance to retail marketing solutions and detailed analytics, all delivered in a straightforward fee structure," said Michael Kelly of Alpha Bay LLC. "The company offers a superior, rapid onboarding platform that outpaces competitive offerings in the marketplace, which makes Spindle an attractive partner that delivers superior value to our customers. Enterprises of all sizes can now offer a fully integrated solution that includes payment processing, merchant services, fully integrated point-of-sale regardless of enterprise size, and a mobile couponing network that delivers value to retailers and their customers. We look forward to a long and prosperous relationship for both companies."

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 Alpha Bay LLC

Alpha Bay has developed a transformative technology that offers mobile, cloud and SaaS-based point-of-sale and mobile commerce solutions to retailers of all sizes. Alpha Bay goes beyond the traditional technology of accepting payments and tracking inventory and sales, providing a unified retail commerce platform that integrates the back office, marketing, promotions, coupons and payment solutions to hyper-target consumers at the moment of buying interest. Its solutions give retailers complete control over consumer purchase behavior and the in-store buying experience. www.alphabay.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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