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Orange Leaf Frozen Yogurt Selects Mobivity to Power Mobile Marketing Program

PHOENIX, AZ -- (Marketwired) -- 11/04/14 -- *Mobivity Holdings Corp.* (OTCQB: MFON), an award-winning provider of proprietary smart receipt marketing solutions and patented mobile marketing technologies, announced today that Orange Leaf Frozen Yogurt, a self-serve, choose-your-own-toppings frozen dessert franchise with more than 300 locations in the U.S. and Australia, has selected Mobivity to power its mobile marketing programs.

Recently ranked as one of the top three new franchises by Entrepreneur, and one of the top five fastest-growing chains by Technomic, Orange Leaf Frozen Yogurt will begin leveraging Mobivity's award winning technology to provide opt-in SMS marketing solutions to their franchisees. Orange Leaf customers can elect to receive localized offers specific to their locale by responding to targeted calls-to-action.

"Engaging our customers through their mobile device is a fantastic opportunity to enhance franchisee success while delivering real value to our customers," stated Karley Hofer, Director of Brand Development at Orange Leaf. "Mobivity's unique technology fulfills our need to not only engage customers through the mobile channel, but deliver the right message at the right time."

Orange Leaf franchisees, via a dedicated license per franchise location, will employ targeted mobile SMS loyalty programs based on their specific geography.

"We are very excited to partner with another fantastic consumer brand," said Mike Bynum, President of Mobivity. "Orange Leaf has been very progressive with next generation marketing platforms and we are extremely pleased to be a part of their continued success."

About Orange Leaf Frozen Yogurt

Orange Leaf Frozen Yogurt is a self-serve, choose-your-own-toppings frozen dessert franchise with more than 300 locations in the U.S. and Australia. Orange Leaf offers a multitude of delicious traditional and original flavors, including no-sugar-added, gluten-free, dairy-free and vegan alternatives. Customized with a generous selection of do-it-yourself toppings, Orange Leaf provides an innocent indulgence, "self served" in a stimulating atmosphere. In 2014, Entrepreneur ranked Orange Leaf as one of the top three new franchises, and Technomic ranked the company as one of the top five fastest-growing chains. Orange Leaf's pro-franchisee culture offers some of the lowest fees in the industry and encourages owners to become a part of their communities. For more information, visit the company's website at <http://orangeleafyogurt.com>.

About Mobivity

Mobivity is an award-winning provider of a suite of proprietary smart receipt marketing solutions and patented mobile marketing technologies designed to drive sales, enhance customer engagement, and reward customer loyalty for local businesses and national brands. Its solutions enable businesses across the United States to drive incremental sales and profitability by quickly and effectively communicating to their most loyal customers. Included are [SmartReceipt](#), which transforms traditional retail transaction receipts into engaging "smart" receipts, an industry-leading text messaging product, and an innovative [Stampt™](#) mobile loyalty application. Additionally, Mobivity offers a unique, high definition graphical system platform that allows its clients to enhance customer or fan experience by interacting with their mobile phones and video boards or screens in real time. Mobivity's clients include national brands such as CNN, Disney, the NFL, Sony Pictures, AT&T, Chick-fil-A, NBC Universal, and numerous professional sports teams, as well as thousands of small, local businesses across the U.S. For more information, visit www.mobivity.com.

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