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mobivity

Mobivity Appoints William Van Epps as Non-Executive Chairman

PHOENIX, AZ -- (Marketwired) -- 11/12/14 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary smart receipt marketing solutions and patented mobile marketing technologies, announced today that William Van Epps has been appointed Non-Executive Chairman of the Board of Directors.

Mr. Van Epps was formerly Chief Executive Officer of Proctor and Gamble's wholly-owned subsidiary, Agile Pursuits Franchising, Inc., from 2009 - 2011 where he launched and managed the unit's Tide Dry Cleaners and Mr. Clean Car Wash operations.

Mr. Van Epps spent eight years as part of the senior management team at Papa John's International Inc. ("Papa John's"), ultimately serving as President from 2006 to 2009. He was Chief Operating Officer and Senior Vice President of Papa John's from 2004 to 2006, responsible for domestic corporate and franchised restaurant operations and international operations. Mr. Van Epps also served as Managing Director of International at Papa John's from 2001 to 2004.

Prior to joining Papa John's, he served as President of the International Division of Yorkshire Global Restaurants, responsible for the international development of the Long John Silvers and A&W restaurant chains. From 1993 to 1999, Mr. Van Epps served as President of the International Division at AFC Enterprises where he developed international brand deployments for Popeye's, Church's Chicken, Cinnabon, Seattle Coffee Co., and Chesapeake Bakery Cafe.

From 1974-1981, he was Senior Managing Director at Pepsico Foodservice International, where he was responsible for the expansion of Pizza Hut and Taco Bell into Asia, Australia, South Africa and New Zealand.

Commenting on the appointment, Mr. Van Epps stated, "As I have spent more time with management and understanding the operations at Mobivity, I have become even more intrigued with the potential of the technology, products and market opportunity. Consequently, I was enthused to take a more active role at the Company and am excited to play an integral part in building and executing on Mobivity's plan."

Dennis Becker, CEO of Mobivity, commented, "I am elated that Bill has chosen to take on a leadership role as Chairman of the Board. I am confident that Mobivity will benefit immensely from his knowledge and experience as a leader and operator of world renowned brands."

About Mobivity

Mobivity is an award-winning provider of a suite of 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.

Forward Looking Statement

This press release contains forward-looking statements concerning Mobivity Holdings Corp. 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. Those forward-looking statements include statements regarding expectations for the contributions of William Van Epps; Mobivity's ability to successfully exploit the experience and relationships of Mr. Van Epps; the advantages and growth of Smart Receipt's business model; and the advantages and growth prospects of the mobile marketing industry. Such statements are subject to certain risks and uncertainties, and actual circumstances, events or results may differ materially from those projected in such forward-looking statements. Factors that could cause or contribute to differences include, but are not limited to, Mobivity's inability to successfully exploit the experience and relationships of Mr. Van Epps; Mobivity's ability to successfully integrate SmartReceipt's products and services with its own; Mobivity's ability to develop the sales force required to achieve its development and revenue goals; Mobivity's ability to otherwise raise additional working capital as and when needed; changes in the laws and regulations affecting the mobile marketing industry and those other risks set forth in Mobivity Holdings Corp.'s annual report on Form 10-K for the year ended December 31, 2013 filed with the SEC on March 31, 2014 and subsequently filed quarterly reports on Form 10-Q. Mobivity Holdings Corp. cautions readers not to place undue reliance on any forward-looking statements. Mobivity Holdings Corp. does not undertake, and specifically disclaims any obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

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