

December 29, 2014



Former Papa Johns Executive, Donna Mitchell, Joins Mobivity Management Team

PHOENIX, AZ -- (Marketwired) -- 12/29/14 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary smart receipt marketing solutions and patented mobile marketing technologies, announced today that Donna Mitchell has been appointed Senior Vice President of Strategic Accounts. Ms. Mitchell will help lead revenue creation for Mobivity with a focus on pursuing marketplace opportunities related to large quick serve restaurant (QSR) brands and enterprises.

Ms. Mitchell spent twelve years at Papa John's International Inc. and Papa John's Food Service, Inc. ("Papa John's"), ultimately serving on the Executive Management Team as Senior Vice President, Global Research, Development and Quality Assurance, where she led the global research and development, quality assurance and equipment technology teams supporting over 3,500 franchise locations. Ms. Mitchell also led Papa John's Franchise Product Advisory Committee for new product development, limited time offers, and product enhancements influencing buy-in at the store level. She was most recently an Adjunct Instructor of Management Information Systems at Daymar College in Louisville, KY and was previously Chief Development Officer of Northwestern Mutual Financial Network from 2011 to 2013. Ms. Mitchell served in the United States Marine Corps for nine years and holds a Bachelor of Science in Business Management from McKendree University.

Bill Van Epps, Chairman of Mobivity, commented, "Franchise brands are a big part of our growth strategy, and intimate knowledge of how they source and operate new technologies will be essential to our success. Having worked with Donna at Papa Johns, I know she brings key insights and experience to our management team on how to position and deliver our SmartReceipt solution to large franchise brands. I feel her relationships and reputation across the industry will be immediately additive to our sales and marketing progress and I am very excited to have her on board."

Mrs. Mitchell stated, "I believe Mobivity's SmartReceipt is a disruptive technology that can have a substantial impact on a brand's marketing operations and business performance. The unique approach to how SmartReceipt accesses data, connects point-of-sale systems to the cloud, and even transforms printed receipt content is in my opinion a breakthrough that could disrupt the digital marketing space, especially in the restaurant industry. I am very excited to have the chance to play a key role in building out this opportunity and bringing this technology to the marketplace."

Dennis Becker, CEO of Mobivity, added, "We are thrilled to have attracted someone of Donna's caliber to our management team. She brings a wealth of knowledge and experience focused on delivering and operating new technologies in the branded franchise marketplace. Her skillsets will be immediately put to work in developing new customer and partner relationships."

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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