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## Restaurant and Retail Advertising Veteran, Deena McKinley, Joins Mobivity Management Team

PHOENIX, AZ -- (Marketwired) -- 02/03/15 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary smart receipt marketing solutions and patented mobile marketing technologies, announced today that Deena McKinley has been appointed Senior Vice President of Client Services.

Ms. McKinley will be responsible for building strong relationships with Mobivity's large retail and restaurant brand customers and generating additional revenue through cross-selling and up-selling the company's Point-of-Sale (POS), mobile marketing and cloud-based data analytics solutions based on the 500% - 800% ROI model achieved by some of Mobivity customers. She will also market Mobivity's solutions to potential new large retail customers.

Mobivity's [SmartReceipt](#) is a patented cloud-based SaaS solution that allows retailers to dynamically transform traditional retail transaction receipts into engaging "smart" receipts, informed by real-time consumer purchase behavior, with content such as coupons, special offers, loyalty prompts or third party advertisements. SmartReceipt is compatible with nearly all POS systems and further enables retailers to store and analyze transactional information in near real-time, allowing them to create meaningful communications at the speed of retail to increase engagement and drive more revenue. More than 8,000 QSR locations, including Baskin Robbins, Subway, and Sonic, have used Mobivity's SmartReceipt to improve revenue performance.

Ms. McKinley stated, "After learning what Mobivity's SmartReceipt technology can do for retailers and their ad agencies, I was convinced that this is a rare opportunity to be part of a disruptive solution in the retail industry. Mobivity's marketing solutions and patented technologies offer retailers the ability to understand their customers' behavior, create highly personalized marketing campaigns, and market to them in ways that will drive revenue. The opportunities for near real-time data analytics and smarter marketing for restaurants and retailers are like nothing I have seen. I am thrilled to be a part of this company, to play a key role in its future growth, and to have the chance to help our clients continue to grow their businesses."

Bill Van Epps, Chairman of Mobivity, commented, "Engaging with advertising agencies will be a big part of our growth strategy. Deena's enthusiastic desire to join our team has only reinforced my belief that Mobivity has tremendous potential. Having worked with Deena during my time at Papa John's, I am extremely confident in her ability to lead client services teams, develop strong relationships, and bring high level insights and strategic leadership to drive our clients' businesses. She also brings significant branding and advertising experience to our management team and will help us position and deliver our SmartReceipt and technology solutions in a way that will resonate with agencies, as well as large

restaurant and retail brands. With Deena joining our team, along with the recent addition of Donna Mitchell as SVP of Strategic Accounts, we now have two industry veterans that add tremendous talent and depth to our management group."

Ms. McKinley spent over fourteen years in marketing and advertising, ultimately serving as Chief Client Officer at Zimmerman Advertising, where she worked with major QSR, fast casual, casual dining and general retail brands with nearly 10,000 individual locations, various franchisees and co-op groups, and managed key client relationships at the executive level. Ms. McKinley also led the Papa John's International business and relationship for almost ten years, serving as the key client contact and providing strategic direction, brand positioning, and leading agency integration efforts for all omnichannel advertising campaigns. Earlier in her career, Ms. McKinley was a Regional Marketing Director at Papa John's International, working with over twenty markets, 100 operators and seven agencies to align national strategies at the local market level. Ms. McKinley holds a Bachelor of Arts in English and a Master of English Education from the University of Florida.

### **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.

Mobivity Investor Contact:

Robert B. Prag  
President  
The Del Mar Consulting Group, Inc.  
858-794-9500  
[Email Contact](#)

or

Scott Wilfong  
President  
Alex Partners, LLC  
425-242-0891  
[Email Contact](#)

Mobivity Contact:  
Dennis Becker  
CEO  
877-282-7660

Source: Mobivity Holdings Corp.