

March 30, 2015



## Mobivity Appoints Tom Akin to Its Board of Directors

PHOENIX, AZ -- (Marketwired) -- 03/30/15 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of its patented [SmartReceipt](#) POS receipt-data marketing solution and mobile marketing technologies, announced today that Tom Akin has joined the Company's Board of Directors as an Independent Director. The appointment of Mr. Akin brings the total number of directors to seven.

Mr. Akin, age 62, has been the Managing General Partner of Talkot Capital LLC since 1996. He currently serves as the Executive Chairman of Dynex Capital Inc. (NYSE: DX) and previously as its CEO from 2008 to 2013. Mr. Akin currently sits on the Boards of See Kai Run and Funko, LLC both private companies based in Seattle. Mr. Akin was Managing Director of the Western United States for Merrill Lynch Institutional Services ("MLIS") from 1991 to 1994 and was Regional Director of the San Francisco and Los Angeles regions for MLIS from 1981 to 1991. Tom began his career with Salomon Brothers in 1978. Mr. Akin holds a BA in biology from the University of California at Santa Cruz and an MBA from UCLA.

Talkot Capital was the lead investor in Mobivity's recently completed \$4.8 million fixed-priced private placement.

Dennis Becker, CEO of Mobivity, stated, "The appointment of Tom gives our Board a director that has enormous capital markets and professional money manager experience. His insight will be valuable when we begin the process of pursuing a listing on a national exchange as well as increase our activity of presenting the Mobivity story to institutional investors."

With Mr. Akin's appointment, Mobivity's Board now consists of seven highly experienced and accomplished Directors including:

Bill Van Epps, Executive Chairman: was formerly CEO 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. He spent eight years as part of the senior management team at Papa John's International Inc., ultimately serving as President from 2006 to 2009.

Dennis Becker, Founder, CEO & Director: has more than a decade of experience building, financing, and acquiring enterprises redefining the way technology and business interact. An inventor of several patents, Becker's background also includes awards as founder of Frontieric Corporation and CEO of Bexel Technologies.

David Jacques, Director and Audit Committee Chair: was the CFO for BlueRun Ventures. Under his leadership, assets for BlueRun Ventures increased from \$150 million to \$1 billion

in just six years. Jaques was also previously the CFO of PayPal and SVP and Treasurer of Silicon Valley Bank.

John Harris, Lead Non-Executive Director and Compensation Committee Chair: formally President and CEO of eTelecare Global Solutions -- a \$300 million backed business process outsourcing company, as well as President and CEO of Seven World Wide -- a \$400 million backed Marketing Services BPO company. He spent 25 years at Electronic Data Systems (EDS) in several senior executive positions and ultimately as an officer.

Phil Guarascio, Director and Governance Committee Chair: was most recently non-executive Chairman of Arbitron which sold to Nielsen in December of 2013 for \$1.3 billion. Guarascio was Lead Executive, Marketing and Sales at the National Football League from 2003-2007. For 16 years, Guarascio was with General Motors where he served as Vice President of Corporate Advertising and Marketing. Phil also serves on the board at Papa John's International Inc.

Doug Schneider, Director and Audit Committee: has a 20-year record of leadership and success in building and scaling fast-paced businesses. Was CEO and served on the board of Transaction Wireless. Schneider was President of SME Hosting for Verio, where he architected a highly profitable \$125 million revenue premier global hosting company and was a part of the executive management team that helped lead Verio to a NASDAQ IPO and ultimately to its sale to NTT for over \$5 Billion in cash.

### **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 [Stampit™](#) 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](http://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 the Company's plans to cross-market its products, including its recently acquired SmartReceipt operations; expectations for the growth of the Company's operations and revenue; 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, the application and enforcement of the TCPA amendments in ways not

expected; our ability to successfully integrate the SmartReceipt operations and our recent additions to management; our ability to develop the sales force required to achieve our development and revenue goals; our ability to 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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