

September 11, 2017



# Mobivity Showcases Future Of Mobile Communications

PHOENIX, Sept. 11, 2017 (GLOBE NEWSWIRE) -- Mobivity Holdings Corp. (OTCQB:MFON), creator of an award-winning platform for intelligent and personalized marketing in the real world, today announced they would be previewing the next generation of mobile communications and commerce at [Mobile World Congress Americas](#), taking place this week at the Moscone Center in San Francisco, CA. Together with [Google](#), and long-time [Mobivity](#) client and partner [Subway](#), Mobivity will showcase the interactive abilities of the Rich Communications Services messaging standard to allow customers to find a store, view, select, refine, and order Subway menu items without ever needing to leave a 'text' message conversation. This fun, dynamic, and interactive technology makes it incredibly easy for customers to get what they want using the conversational simplicity of messaging and tap-to-select actions.

Google specifically selected technology leaders like Mobivity to join its [Early-Access program](#) and to showcase real-world examples of their RCS toolset. Rich Communication Services, as part of the new [GSMA Universal Profile for Advanced Messaging](#) industry standard, represents the next step in the evolution of SMS and MMS messaging, and provides businesses with a new way to engage and serve customers. Unlike mobile apps, many of which are never used shortly after download, RCS reaches customers within their default text-messaging app, an app most customers check hundreds of times a day. For brands like Subway, this technology will open a powerful channel for customers to find the nearest sandwich shop, learn about special offers, prepare an order, and save time, while getting a truly engaging and personalized Subway experience.

Mobivity built the demonstration showcasing a customer searching for a Subway store by sharing their location with a simple button push, selecting their sandwich with a text reply or by choosing from options on screen, and making selections for a side, beverage, and dessert all with fun images and simple taps to confirm their choices, and all in the conversational dialogue they use to text friends every day.

"We're excited to showcase examples of what RCS can do for our clients. We've been helping brands reach customers through text messages for over a decade, but RCS has the potential to revolutionize commerce by combining the power of AI with a conversational user interface that's incredibly simple for the customer," said Mobivity CEO Dennis Becker. "We're proud to help Google, the GSMA, handset manufacturers, and wireless carriers bring this new standard to market, and excited for the many ways our engineers can use this technology to serve our restaurant, retail, and personal care brand partners; this is just the beginning," he added.

Visitors to MWC Americas can see this technology at work at the Google pavilion. Restaurants, retailers, and personal care brands interested in putting the power of RCS to work for them can learn more about Mobivity and RCS by [clicking here](#).

## About Mobivity

Mobivity provides a platform for intelligent and personalized marketing in the real world. Real world customer activity in national restaurants, retailers, and personal care brands is difficult to track and connect to digital footprints. Mobivity leverages detailed purchase data, powerful analytics, and communications platforms to improve business results by understanding, predicting, and influencing consumer behavior. In short, we drive better actions and inform decisions by connecting point-of-sale outcomes to the events and influences that caused them. Mobivity clients include SUBWAY®, SONIC® Drive-In, Chick-fil-A, and Baskin-Robbins. For more information about Mobivity, visit [mobivity.com](http://mobivity.com) or call (877) 282-7660.

## About Subway® Restaurants

Guests in 112 countries have easy access to a fresh line-up of vegetables for their made-to-order sandwiches and salads at more than 44,600 franchised locations. Sandwich Artists serve 7.5 million sandwiches a day around the world. The company, founded over 50 years ago by then 17-year-old Fred DeLuca and family-friend Dr. Peter Buck, is still a family-owned business with thousands of dedicated franchisees/entrepreneurs in neighborhoods around the world, providing easy access to vegetables, detailed nutrition, dietary, and healthy lifestyle information. This has been a priority for the Subway® restaurants chain for many years. To learn more, visit [subway.com](http://subway.com).

Subway® is a registered trademark of Subway IP Inc.

## About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 300 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organizations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai, Mobile World Congress Americas and the Mobile 360 Series of conferences.

Media Contacts:

### **Investor Relations:**

Robert B. Prag, President • The Del Mar Consulting Group, Inc. • (858) 794-9500  
Scott Wilfong, President • Alex Partners, LLC • (425) 242-0891

### **Company Contact:**

Corey O'Donnell, Senior Vice President Marketing • (877) 282-7660

The logo for Mobivity, featuring the word "mobivity" in a lowercase, rounded, green sans-serif font.

Source: Mobivity Holdings Corp.