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# **Mobivity and the Minnesota Wild Partner for Three-Year Fan Engagement Contract**

## **Mobivity Announces Exclusive Partnership With the Minnesota Wild to Increase Mobile Fan Engagement and Loyalty Over the Next Three Years**

PHOENIX, AZ -- (Marketwire) -- 04/01/13 -- Mobivity Holdings Corporation (OTCQB: MFON), an award-winning provider of proprietary mobile marketing technologies and solutions, announced their partnership with the Minnesota Wild today to create unique and effective fan engagement solutions for the organization. Mobivity will allow fans to interact with the team using their online mobile marketing platform, as well as in-stadium graphics for live polling and interaction during sporting events.

"We are excited to enter into this partnership with Mobivity, and to increase the amount and quality of brand engagement our fans experience over the next three years. Mobivity is allowing us to have direct contact with our fans where they focus most, and we look forward to increasing attendance and fan-loyalty as well as grow within the mobile space with Mobivity for years to come," said Mitch Helgerson with Minnesota Sports and Entertainment for the Minnesota Wild Hockey Club.

Mobivity will be creating web opt-in pages to aid in building a database of Minnesota Wild fan numbers, as well as creating an avenue for the Wild to engage their fan at each event. With the help of Mobivity's patented HD graphics system, fans of the Minnesota Wild will be able to engage with the team in real-time through text and picture messages, Facebook and Twitter posts, as well as Text-to-Win and polling campaigns throughout events.

"Mobivity looks forward to seeing the Minnesota Wild succeed in the mobile marketing field, and we can't wait to foster a successful and results-based relationship with the organization over the next three years," said Michael Falato, SVP of Sales and Business Development for Mobivity.

In addition to cutting-edge fan engagement solutions, Mobivity will be aiding the Minnesota Wild with reconnecting their fans and the brand via SMS. Through the use of a shared-short-code, the Minnesota Wild will be able to send out mobile updates and offers to increase attendance and brand loyalty for the organization as a whole.

*Mobivity* is an award-winning provider of proprietary mobile marketing technologies and the inventor of C4, a unique, enterprise-grade platform empowering brands to engage mobile consumers across multiple channels. The only system of its kind, C4 is a cloud-based solution, which provides broad mobile communications and extensive CRM features to clients. C4 is integrated with multiple tier-one PSTN/IP carriers and micropayment processing facilities as well as with carrier premium SMS billing systems. Additionally, Mobivity offers a unique graphical system through their Display Technology, which allows

fans to interact with their mobile phones and high definition video boards and screens in real time. Mobivity's clients include CNN, Disney, NFL, Sony Pictures, AT&T, USTA, Chick-fil-A, the Golf Channel, NBC Universal, numerous professional sports teams, and many others.

For additional information, visit <http://mobivity.com/display/>, or contact:

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**Source: Mobivity Holdings Corp.**