

October 1, 2015



Mobivity Powers SUBWAY Restaurants D.C. Market as Official Restaurant of the Washington Redskins Football Team

PHOENIX, AZ -- (Marketwired) -- 10/01/15 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary SmartReceipt POS cloud-based SAAS marketing solutions and patented mobile marketing technologies, announced today a partnership agreement with SUBWAY® restaurants franchisee market based in Washington D.C., powering its partnership as "Official Restaurant of the Washington Redskins."

Mobivity will power mobile sweepstakes and text2win campaigns, as well as other marketing campaigns and promotions for the SUBWAY® partnership with the Washington Redskins this football season. The promotions commenced with the team's Sept. 20th home game versus the St. Louis Rams, at FedEx Field in Landover, MD.

SUBWAY® regional franchisees are using this partnership to jump start its subscriber base for the D.C. market. It will test four different marketing vehicles which Mobivity will track to determine which vehicle is the most successful. Planned SmartSMS programs include: LED in stadium, Digital in stadium, radio, in store POP (window cling and Menu call to action), and on the Redskins website utilizing Mobivity's send SMS message API technology.

"Mobivity's mobile marketing technology will help us keep fans excited about the SUBWAY® brand as the Official Restaurant of the Washington Redskins throughout the football season," said Bob Grewal, SUBWAY® restaurants Development Agent. "A key goal is to engage Redskin fans to think about SUBWAY® for tailgating during the home games, and during away games for catering."

"We are very excited that Mobivity is powering this partnership," said Jennifer Taylor, Vice President of Strategic Accounts for Mobivity. "This extends our prior relationship with SUBWAY® as the selected mobile marketing provider for all local and national SMS campaigns."

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 North America to drive incremental sales and profitability by quickly and effectively communicating to their existing customers to drive engagement, frequency, and loyalty. Included are SmartReceipt™, compatible with nearly all POS systems, 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, Subway, Baskin Robbins, Jamba Juice, Sonic, U-Swirl, numerous professional sports teams, as well as thousands of small, local businesses across the U.S.

About SUBWAY® Restaurants

Customers in 110 countries have easy access to a fresh lineup of vegetables for their made-to-order sandwiches and salads at any of the more than 44,000 franchised locations. The company, founded 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® chain for many years. To learn more information about us, visit www.SUBWAY.com, like us on Facebook at www.facebook.com/SUBWAY and follow us on Twitter at <https://twitter.com/subway>. SUBWAY® is a registered trademark of Doctor's Associates Inc.

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, 2014 filed with the SEC on March 31, 2015 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.

Investor Relations Contacts

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

Company Contact

Bryan Ehrenfreund

Vice President, Marketing

Mobivity

(480) 588-2462

[Email Contact](#)

Source: Mobivity Holdings Corp.