

February 2, 2016



Mobivity Expects Material Year Over Year Revenue Growth in the First Quarter of 2016, Appoints Doug Stovall as Chief Revenue Officer

Company Releases Updated Investor Presentation

PHOENIX, AZ -- (Marketwired) -- 02/02/16 -- Mobivity Holdings Corp. (OTCQB: MFON), the award-winning, mobile marketing and customer engagement platform, today announced the expectation of materially increased year-over-year revenues for the first quarter of 2016 and the appointment of Doug Stovall as Chief Revenue Officer. The Company has also released an updated investor presentation.

"2015 was an extremely busy year for our team as we successfully established new relationships with both SuperSalon and Subway," said Dennis Becker, Mobivity CEO. He added, "As we've made our way through thousands of new deployments of our services we have begun to see a strong impact on revenue."

On February 2, 2016, the management team of Mobivity Holdings Corp., including the president and chief executive officer, Dennis Becker, intend to conduct one or more meetings with investors and analysts. Management intends to use an investor presentation containing financial data and other information regarding Mobivity to assist the investors and analysts with their understanding of the business and financial performance of Mobivity. A copy of the investor presentation can be found [here](#).

The Company is also pleased to announce the appointment of Doug Stovall as Chief Revenue Officer where he will lead all sales, business development, and partnerships. Stovall, a recognized mobile marketing expert, most recently served in executive roles at Hipcricket from 2010 to 2015, beginning as Senior Vice President of Sales, where he grew revenues from \$4 Million to approximately \$27 Million, selling solutions to brands such as Arby's, Chipotle, Macy's, MillerCoors, and many others. Mr. Stovall was ultimately promoted to President and COO in June 2014.

"I'm elated to have Doug join the leadership team here at Mobivity," noted Becker. "Having been involved in thousands of mobile marketing campaigns serving major brands, Doug brings a wealth of talent and experience essential to building on our recent success and pursuing rapid growth and scale."

Prior to Hipcricket, Stovall held management positions in mobile sales, product and services units with Acuity Mobile (acquired by NAVTEQ, a Nokia company), Merkle, TeleCommunication Systems, Aether Systems and Xpedior. He holds an MBA with an emphasis in Organization and Operations Management from William Carey University and a

Bachelor's degree in Psychology from the University of Southern Mississippi.

"I'm thrilled to join Mobivity at this exciting time in the company's evolution," said Stovall. "The uniqueness of the Mobivity product offering, paired with the strength of our team, has put us in a position to accomplish mind-blowing things in the coming years."

About Mobivity

Mobivity helps restaurant and retail brands grow their business by increasing customer frequency, engagement and spend. Mobivity's Smart suite of products -- including SmartReceipt™, SmartSMS, and SmartAnalytics -- allows brands to unlock the power of customer, employee and POS data like never before. This creates a closed-loop marketing solution that provides SmartDATA-driven insights, attributions, and validation, at scale, to continually adapt and provide more personalized, relevant, localized and targeted customer communications. Mobivity clients include SUBWAY®, SONIC®, Jamba Juice®, Chick-fil-A, and Baskin-Robbins. For more information about Mobivity, visit: www.mobivity.com or call 1(877) 282-7660

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.

Media Contacts:

Investor Relations:

Robert B. Prag

President

The Del Mar Consulting Group, Inc.

(858) 794-9500

or

Scott Wilfong
President
Alex Partners, LLC
(425) 242-0891

Mobivity Contact:
Jon McGinley
SVP, Marketing
Mobivity
(877) 282-7660 ext. 1228

Source: Mobivity Holdings Corp.