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Frextr Selects Mobivity to Service Customer Base

PHOENIX, Jan. 7, 2014 /PRNewswire/ -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary and patented mobile marketing technologies and solutions, today announced an agreement with Frextr to transition all of Frextr's clients to Mobivity's mobile marketing platform.

Frextr will no longer support its customers' text messaging programs and is working closely with Mobivity to transfer its installed customer base of more than 350 locations to Mobivity's platform. Frextr, based in Pasadena, CA., has a number of small businesses, national and regional franchise operators, municipalities and not-for-profits that rely on text messaging to engage with their customers and constituents on an ongoing basis.

Dennis Becker, chief executive officer of Mobivity, commented, "It is the hope of both parties that we can reengage with all of the existing Frextr customers to provide our patented text messaging software as well as Stamp! loyalty app to help these customers drive more customers, more often. With an existing base of more than 11,000 locations currently utilizing our solutions, we look forward to the opportunity of providing great service and solutions to the Frextr customer base going forward."

Mr. Becker concluded, "This agreement with Frextr is one that we believe we have the ability to replicate. There are a number of small providers that have higher cost delivery systems and are unable to attain the scale necessary to drive efficiencies. One of the key advantages of Mobivity is the scaling capabilities of our infrastructure. This is a key differentiator that cannot be overlooked. With a number of opportunities for expansion in our sights, we look forward to a great 2014."

About Mobivity

Mobivity is an award-winning provider of a suite of patented mobile marketing technologies that drive sales, enhance customer engagement, and reward customer loyalty for local businesses and national brands. Its solutions, including an industry-leading text messaging product and innovative Stamp!™ mobile loyalty application, enable businesses across the United States to drive incremental business and profitability by quickly and effectively communicating discounts and special offers to their most loyal customers. 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, the Golf Channel, 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.

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 benefits of the Company's agreement with Frextr; the ability of the Company to successfully transfer Frextr's clients to the Company's mobile marketing platform; the Company's ability to expand its customer base in the future through transactions similar to the Frextr transaction; expectations for the growth of the Company's operations, sales force 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, our ability to successfully transfer a meaningful amount of Frextr's clients to the Company's mobile marketing platform; our ability to successfully integrate 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, 2012 filed with the SEC on March 21, 2013 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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