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## Ziplocal and Mobivity To Provide Revenue-Producing Mobile Marketing Solutions To Local Businesses

PROVO, Utah and PHOENIX, Jan. 9, 2014 /PRNewswire/ -- Ziplocal announced an agreement to sell Mobivity's mobile marketing services throughout the United States. Ziplocal, based in Provo, UT, is a privately-held, print and digital local search services company operating in 290 communities in 33 states. Mobivity Holdings Corp. (OTCQB: MFON) is an award-winning provider of proprietary and patented mobile marketing technologies and solutions.

Ziplocal's 50,000 clients now have access to Mobivity's leading technology platform that drives sales, engagement, and loyalty. Furthermore, Ziplocal intends to offer Mobivity services, which it is calling ZipLoyalty, to all businesses in each of its 290 markets. It also will sell Mobivity services throughout the United States through its 120 person inside and outside sales force.

Initially, Ziplocal will sell two Mobivity products:

- ZipLoyalty is a cost-effective text/smartphone marketing solution. With ZipLoyalty, local businesses will build and market goods and services to loyal customers using opt-in databases to drive incremental sales.
- Mobivity's innovative Stampt smartphone loyalty application replaces paper stamp cards commonly found at small business locations.

Ziplocal also licensed Mobivity's patented system for using telephone numbers as a key to mobile subscriber information without the use of a look-up database. Using this system, the telecom and mobile marketing industry can access key mobile subscriber information to perform various tasks such as routing SMS text messages to the correct carrier network.

"As we enter 2014, it's more critical than ever that local businesses mobilize! Especially when wireless penetration in the United States exceeds 100 percent," said Jennifer Nielson, Ziplocal Director of Digital Product Strategy. "ZipLoyalty is a key element in Ziplocal's digital growth strategy. Because SMS text messages are read 95 percent of the time within four minutes by consumers, businesses have tremendous opportunity to connect with customers with immediate results, and the Stampt loyalty product will have mobile users returning to our clients' locations to make purchases more than ever before."

"Mobivity's mission is to offer solutions to small businesses that will allow them to bring more customers more often," said Dennis Becker, Mobivity Chairman and CEO. "We're pleased to team with Ziplocal, a leader in its commitment to its customers in changed media consumption times."

## About Ziplocal

Ziplocal is a local search company that reaches communities all across the United States with digital advertising innovations delivered through mobile devices, the internet and traditional media. With a dedicated on-the-ground sales force, combined with telephone sales and support, Ziplocal currently reaches more than 290 U.S. markets in 33 states. Rich and relevant local content with a strong focus on interactive and immersive media sets the company's mobile applications and local search site apart from other search sites. Ziplocal's robust local search products combine comprehensive data as well as the latest geo-targeting technologies with an extreme focus on delivering results for advertisers and the best end-user experiences for consumers.

## 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](http://www.mobivity.com).

## Forward Looking Statements

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 expectations for the growth of the Company's operations, sales force and revenue; the advantages and growth prospects of the mobile marketing industry; and the expected contributions to the Company's success by its recent additions to management. 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 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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