

November 29, 2017



## **Mobivity CEO, Dennis Becker to Present at LD Micro Investor Conference on December 6th at 1:00 pm PT**

PHOENIX, Nov. 29, 2017 (GLOBE NEWSWIRE) -- Mobivity Holdings Corp. (OTCQB:MFON), creators of the award-winning platform for intelligent and personalized marketing in the real world, announced today that its CEO and Chairman, Dennis Becker, will present at the [LD MICRO Main Event](#) investor conference being held at the Luxe Sunset, Los Angeles, on December 5-7, 2017.

Mr. Becker will present on Wednesday, December 6th at 1:00 pm PT / 4:00 pm ET. The presentation will be webcast live and available for replay at [www.wsj.com/webcast/ldmicro13/mfon](http://www.wsj.com/webcast/ldmicro13/mfon). The replay will be available for 90 days following the live broadcast at [ir.mobivity.com](http://ir.mobivity.com).

In addition, Mr. Becker will be having one-on-one meetings with institutional investors throughout the event. If you would like to schedule a one-on-one meeting, please contact either LD Micro or Robert Prag, President of The Del Mar Consulting Group, Inc. at (858) 794-9500 or [bprag@delmarconsulting.com](mailto:bprag@delmarconsulting.com).

### About Mobivity

Mobivity provides a platform for intelligent and personalized marketing in the real world. Real world customer activity in national restaurants, retailers, and personal care brands is difficult to track and connect to digital actions. Mobivity leverages detailed purchase data and communications platforms to improve business results by understanding, predicting, and influencing consumer behavior. We drive better actions and inform decisions by connecting point of sale outcomes to the events and influences that caused them. For more information about Mobivity, visit [mobivity.com](http://mobivity.com), or call (877) 282-7660.

### About LD Micro

LD Micro was founded in 2006 with the sole purpose of being an independent resource in the microcap space. We are investors, first and foremost. What started out as a newsletter highlighting unique companies has transformed into several influential conferences annually (Invitational, Summit, and Main Event). In 2015, LD Micro launched [ldmicro.com](http://ldmicro.com) as a portal to provide exclusive intraday information on the entire sector, including the first pure microcap index (LDMi) which covers stocks in North America with market capitalizations between \$50-\$300m. For more information, please visit [www.ldmicro.com](http://www.ldmicro.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 recent additions to the Company's management team; the Company's 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, 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, 2016 filed with the SEC on March 31, 2017 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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Source: Mobivity Holdings Corp.