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Mobivity's Recurrency to be Deployed Across all 165 Papa Gino's and D'Angelo Grilled Sandwiches Locations

Mobile SMS Campaign Showed a Significant Lift in Guest Spend and Opt-In Offer Redemptions

PHOENIX, March 04, 2019 (GLOBE NEWSWIRE) -- [Mobivity Holdings Corp.](#) (OTCQB: MFON), creators of the award-winning customer personalization platform, [Recurrency](#), today announced that New England Authentic Eats, LLC, the owners of Papa Gino's and D'Angelo Grilled Sandwiches, has selected Recurrency to better connect with their guests across all New England locations in a three-year agreement.

After launching Mobivity's [Reach](#) solution to send personalized mobile communications, the company sent identical offers to both email and SMS subscriber databases, where Reach showed a significant lift. Mobile offers sent garnered nearly 14x the redemption rate of the same offer sent via email. Moving forward, Mobivity will continue working with New England Authentic Eats, LLC to develop more intelligent and personalized marketing campaigns across the 165 locations throughout New England, with the ultimate goal of increasing the iconic hometown brands' transactions, all while gathering and analyzing valuable performance data to improve the effectiveness of each campaign and provide better experiences to their loyal guests.

In just 3 months, this campaign drove over 25K transactions and \$125K in attributable revenue.

"Our relationship with Mobivity is paying for itself in real-time, with profits generated by new customers alone outpacing the total program costs," said Jesse Erhartic, Vice President of Digital Marketing of Papa Gino's & D'Angelo Grilled Sandwiches. "While promoted primarily in our Owned Channels, (in-store, email, and website), nearly 10% of all new Papa Gino's guests were acquired via text since the launch of the program. To date, these new guests are transacting more frequently than 2/3 of our existing guests."

Additionally, New England Authentic Eats, LLC agreed to a full installation of the Recurrency platform in Papa Gino's and D'Angelo Grilled Sandwiches locations, allowing them to capture unique transactional data directly at the point-of-sale with [Recapture](#), send personalized mobile communications with [Reach](#), print smarter communications in-store with [Receipt](#), motivate certain employee suggestions with [Reup](#), and analyze the effect these efforts have on the business with [Recognition](#).

"We look forward to working with New England Authentic Eats, LLC to develop data-driven, personalized campaigns that will help drive frequency, spend, and ultimately growth. We will

build on those campaigns by capturing data to understand what motivates their guests to take action to help keep Papa Gino's and D'Angelo Grilled Sandwiches as New England staples for many years to come," said Dennis Becker, Mobivity Chairman and CEO. "Some of the most rewarding relationships we build here at Mobivity are those where we are able to make a monumental and direct impact on helping brands grow and improve on their business."

Following the spike in restaurant home delivery, paired with growing competition in the restaurant industry for customers, Papa Gino's and D'Angelo Grilled Sandwiches sought an approach that focused on what guests want, pairing that with ongoing personalized offers. Mobivity's [proven successes](#) with multi-national brands in driving guest frequency and spend with this approach served as a key factor in New England Authentic Eats, LLC decision-making process.

To learn more about how Mobivity helps multi-unit franchise brands drive customer frequency and spend, visit mobivity.com or call (877) 282-7660.

About Mobivity

Brick and mortar stores struggle to manage customer connections in a digital world. Mobivity provides a platform to connect national restaurants, retailers, personal care brands, and their partners, with customers to increase retention, visits, and spend. Mobivity's Recurrency suite of products increases customer engagement and frequency by capturing detailed point-of-sale transaction records, analyzing customer habits, and motivating customers and employees through data-driven messaging applications and rewards. For more information about Mobivity, visit mobivity.com or call (877) 282-7660.

About Papa Gino's

Founded in 1961, [Papa Gino's Pizzeria](#) is a proud New England staple with a heritage of serving high quality, handmade pizzas with fresh ingredients and an 80-year old Italian family recipe. From a single restaurant in East Boston, Papa Gino's has expanded over the years and now has nearly 100 restaurants in Massachusetts, Rhode Island, New Hampshire, and Connecticut. It is the Official Pizza of the New England Patriots of the NFL and the New England Revolution of Major League Soccer.

About D'Angelo Grilled Sandwiches

With roots stretching back to 1967, [D'Angelo Grilled Sandwiches](#) has been serving generations of hungry New Englanders on-the-go, great tasting, grilled sandwiches like our legendary Steak Number 9® and original Steak & Cheese. Today, each restaurant remains proud to serve authentic New England sandwiches with the same highest-quality meats and breads that first won over fans more than 50 years ago.

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