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Three Mobivity-Powered Programs Named as Finalists in the Local Visionary Awards

Street Fight's Inaugural Presentation of the Prestigious Industry Prizes Will Honor the Best and Brightest in Local Marketing, Commerce and Technology

PHOENIX, AZ -- (Marketwired) -- 10/06/15 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary SmartReceipt POS cloud-based SAAS marketing solutions and patented mobile marketing technologies, announced today that it has been honored as a finalist in the 2015 Local Visionary Awards in three categories.

The awards, which are being presented later this month by Street Fight, the leader in information and events about the connected local economy, are a 10-category competition honoring the very best campaigns, products, and ideas in local.

Awards will be presented to winners as part of the program on October 20th in New York City at Street Fight Summit 2015. For the past four years, Street Fight Summit has brought together the top-level executives in local digital marketing, and the Local Visionary Awards will acknowledge individuals and brands whose contributions are moving the industry forward.

The awards recognize achievement in several areas, including:

- **Products & Services** - Acknowledging tech solutions for both SMBs and enterprise brands. Mobivity was named a finalist in the Best Solution for Enterprise Brands category.
- **Campaigns** - Across multiple channels including mobile, and use of data for targeting. Mobivity was named a finalist in the Best Lead-Generation Campaign and Best Location-Based Mobile Campaign categories.
- **Innovator of the Year** - Honoring an individual who has made significant contributions to the field.

"A disruption has been taking place in local, with thousands of companies and individuals producing some very exciting, groundbreaking digital solutions that create new ways for local businesses to connect with local consumers," said Laura Rich, CEO of Street Fight. "We have been celebrating these developments since 2011, and we're thrilled to now specifically recognize some of the outstanding products and services in the marketplace."

The winners in the Products & Services and Campaigns categories will be determined by a

panel of judges, including David Card, Director of Research for Street Fight Insights; PagePart CEO Randy Parker; WPP's Gwen Morrison; and Closely CEO Perry Evans.

"It's an honor for Mobivity to be considered for these three prestigious awards," said Dennis Becker, CEO of Mobivity. "The real credit should go to our forward-thinking client partners and to our hard-working and talented Mobivity team. I'm delighted that they are being acknowledged in this manner."

"The Summit is the perfect backdrop to host the awards ceremony," says Street Fight COO David Hirschman. "The room is filled with the best and brightest names in the field who've come together to share their insights and continue to move the industry forward. I'm confident these awards will spark even more interesting dialogue about what's coming next in this dynamic industry."

For more information on the Local Visionary Awards and a complete list of entry requirements visit www.streetfightmag.com.

About Street Fight:

Street Fight is an integrated media company focused on the business of hyperlocal marketing, commerce and technology. Street Fight publishes commentary, original research, case studies, and how-to articles, and hosts a series of live annual events to help the hyperlocal ecosystem achieve sustainable business models. To learn more, visit <http://streetfightmag.com> or contact us directly at info@streetfightmag.com.

About Mobivity

Mobivity is an award-winning provider of a suite of patented mobile marketing technologies designed to drive sales, enhance customer engagement, and reward customer loyalty for local businesses and national brands. Its solutions enable businesses across North America to drive incremental sales and profitability by quickly and effectively communicating to their existing customers to drive engagement, frequency, and loyalty. Included are SmartReceipt™, compatible with nearly all POS systems, which transforms traditional retail transaction receipts into engaging "smart" receipts; an industry-leading text messaging product; and an innovative StampIt® mobile loyalty application. 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, NBC Universal, Subway, Baskin Robbins, Jamba Juice, Sonic, U-Swirl, numerous professional sports teams, as well as thousands of small, local businesses across the U.S.

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.

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