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Mobivity Appoints Former SmartReceipt Executives to Key Roles

PHOENIX, April 15, 2014 /PRNewswire/ -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary and patented mobile marketing technologies and solutions, today announced the appointments of two former SmartReceipt executives to leadership roles with Mobivity.

The appointments come less than a month after the Company completed its acquisition of the assets and operations of SmartReceipt, Inc., a marketing solutions company whose software products transformed traditional retail transaction receipts for Subway, Baskin-Robbins, Dairy Queen and others into engaging "smart" receipts that feature coupons and special offers for consumers.

Nick Bolton was named Mobivity's vice president of client services. He will manage the daily customer-facing operations for Mobivity clients.

Jonathan Cassell was named vice president of business development. He will spearhead monetization efforts for clients and business prospects.

Bolton and Cassell played instrumental roles in accelerating SmartReceipt's growth, culminating in more than 7,500 installs that enabled SmartReceipt to process up to 1.2 million SmartReceipts per day.

Bolton began at SmartReceipt in 2005 as system and sales engineer when the company was named Nutricate. During his time at SmartReceipt he was promoted to product manager in 2007, director of operations in 2010, and vice president of operations in 2012. Bolton built an integration and installation process that led to SmartReceipt being installed in more than 7,500 locations and product compatibility with approximately 80 percent of the point of sale systems in the marketplace.

Cassell joined SmartReceipt in 2009 following the acquisition of his previous SaaS (software-as-a-service) venture. In his first year, Cassell led the repositioning and rebranding of the company from a nutrition and wellness brand into an innovative marketing platform renamed SmartReceipt. Cassell was promoted to vice president of business development in 2012 and was responsible for bringing on many of the company's largest clients and key strategic partnerships.

Dennis Becker, chief executive officer of Mobivity, said, "Nick and Jon succeeded in providing great value to brand clients while scaling SmartReceipt to meet customer demand. We are pleased to have them join Mobivity's seasoned executive team that has now combined SmartReceipt with the Company's text messaging and Stamp mobile app offerings to create an innovative digital loyalty solution for clients."

Mike Bynum, president of Mobivity, commented, "With the addition of Nick and Jon, Mobivity's management team is bolstered with additional experience and expertise in acquiring thousands of merchants' locations and successfully evolving and delivering a competitive product and service offering. With their unique experience growing thousands of installations for the world's largest franchise brand, Mobivity is better equipped to execute on its mission to bring more customers, more often to local advertisers."

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 the United States to drive incremental sales and profitability by quickly and effectively communicating to their most loyal customers. Included are SmartReceipt, which transforms traditional retail transaction receipts into engaging "smart" receipts, an industry-leading text messaging product, and an innovative Stamp[™] 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, 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. 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 Mobivity's failure to successfully cross-sell SmartReceipt's products and services with its own; the risk that SmartReceipt customers will not continue their relationship with Mobivity; the risk that Mobivity may be unable to retain and expand the current base of SmartReceipt customers; the risk that Mobivity's may be unable to develop the sales force required to achieve its development and revenue goals; the risk that Mobivity may be unable 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, 2013 filed with the SEC on March 31, 2014 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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