

November 25, 2014



Mobivity CEO to Present at LD Micro Investor Conference on December 3rd at 2:30 pm PT

PHOENIX, AZ -- (Marketwired) -- 11/25/14 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of patented smart receipt marketing solutions and mobile marketing technologies, announced today that its CEO, Dennis Becker, will present at the [LD MICRO Main Event](#) investor conference being held at the Luxe Sunset, Los Angeles, on December 2-4, 2014.

Mr. Becker will present on Wednesday, December 3rd at 2:30 pm PT / 5:30 pm ET. The presentation will be webcast live and available for replay at: <http://wsn.com/webcast/ldmicro7/mfon>. The replay will be available for 90 days following the live broadcast at <http://mobivity.com/investors/>.

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) 361-1786 / bprag@delmarconsulting.com.

About LD Micro:

LD Micro is an investment newsletter firm that focuses on finding undervalued companies in the micro-cap space. Since 2002, the firm has published reports on select companies throughout the year. The firm also hosts the LD Micro Invitational. It is a non-registered investment advisor. For more information, please contact 408-457-1042 or visit www.ldmicro.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 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 [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, 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. 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, sales force 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, 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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