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U-Swirl to Launch Innovative Mobile Loyalty Program Powered by Mobivity

PHOENIX, AZ -- (Marketwired) -- 06/01/15 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary SmartReceipt POS marketing solutions and patented mobile marketing technologies, announced today that U-Swirl, Inc. (OTCQB: SWRL) ("U-Swirl" or "the Company"), parent to U-SWIRL International, Inc., through which it owns and franchises self-serve frozen yogurt cafés, has selected Mobivity to launch a new mobile loyalty program that will integrate SMS text messaging with its SmartReceipt technology. U-Swirl, Inc. is an operator and franchisor of self-serve frozen yogurt cafés that operate under the following names: U-Swirl Frozen Yogurt, CherryBerry, Yogurtini, Fuzzy Peach, Aspen Leaf Yogurt, Yogli Mogli, Gracie Bleu, and Josie's Frozen Yogurt. As of January 2015, the Company and its franchisees operated 255 self-serve frozen yogurt cafés in 37 states and four foreign countries. U-Swirl, Inc. is headquartered in Durango, Colorado.

Customers of U-Swirl stores will have the opportunity to join various loyalty and rewards programs, as well as receive targeted offers and promotions, by subscribing to text messaging programs or through relevant content on their receipts.

"Our early tests have been extremely well received by our customers," commented Carell Grass, Vice President of Operations of U-Swirl. "Response rates to text messaging promotions have been as high as 71%, which is unparalleled. The ability to anchor our digital loyalty program to our point-of-sale systems and receipt content was a key differentiator that attracted us to the Mobivity solutions, and the results speak for themselves."

By leveraging Mobivity's SmartReceipt technology, U-Swirl will have the ability to craft highly targeted and relevant loyalty messages through SMS text messaging and via receipts given to consumers at the point of sale. Survey participation, subscribing to a text messaging program, bounce back offers, and other targeted calls-to-action are all dynamically generated on the receipt through the SmartReceipt technology, and continued customer participation is as easy as providing their mobile phone number at the point-of-sale. SmartReceipt reads purchase data in real-time, which enables U-Swirl to deliver the right message to the right people at the right time, rather than delivering them generic, non-targeted offers.

"We are elated to be partnering with another world-class brand to pioneer the next generation of consumer loyalty," stated Dennis Becker, CEO of Mobivity. "U-Swirl shares our vision of a future where consumers enjoy relevant and timely engagement from their favorite brands, and it's a privilege to play a key part in the support of that mission."

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 [StampT™](#) 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, numerous professional sports teams, as well as thousands of small, local businesses across the U.S. For more information, visit www.mobivity.com.

About U-Swirl, Inc.

U-Swirl, Inc. is an operator and franchisor of self-serve frozen yogurt cafés that operate under the following names: *U-SWIRL Frozen Yogurt*, *CherryBerry*, *Yogurtini*, *Fuzzy Peach*, *Aspen Leaf Yogurt*, *Yogli Mogli*, *Gracie Bleu*, and *Josie's Frozen Yogurt*. The cafés offer frozen yogurt in up to 20 non-fat and low-fat flavors, including tart, traditional, and no-sugar-added options, along with fresh sorbet. Approximately 70 toppings such as fresh fruit, sauces, candies, and granola are available to customize each serving of yogurt to the customer's individual taste.

In January 2013, the Company acquired frozen yogurt café assets, franchise rights and certain other assets from Rocky Mountain Chocolate Factory, Inc., primarily in exchange for certain warrants/options, notes payable, and a controlling ownership interest in the Company. U-Swirl, Inc. is headquartered in Durango, Colorado, and its common stock trades on the OTCQB under the symbol "SWRL." As of January 12, 2015, the Company and its franchisees operated 255 self-serve frozen yogurt cafés in 37 states and four foreign countries.

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, 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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