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Mobivity Selected to Power SMS Mobile Marketing Solutions for SUBWAY® Restaurant Chain in U.S.

PHOENIX, AZ -- (Marketwired) -- 06/30/15 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary and patented mobile marketing technologies and solutions, today announced it has been selected to power SMS mobile marketing solutions for the SUBWAY® restaurant chain. The SUBWAY® chain will use Mobivity's patented SMS text messaging technologies to operate local and national SMS marketing programs from a single platform.

The SUBWAY® brand, already leveraging Mobivity's SmartReceipt technology in a significant number of domestic locations, will engage local customers by promoting SMS text marketing programs through calls-to-action promoted in-location, including SmartReceipts, and via other forms of local and national messaging. By texting in keywords, such as "SOCALOFFERS", to "SUBWAY" (782929), SUBWAY® customers can elect to receive localized offers specific to their location. SUBWAY® plans to operate SMS programs across all of its more than 27,000 domestic locations.

"Our goal is to utilize opt-in SMS marketing programs as a personalized, direct connection to our customers and give them access to Subway with the right message, at the right time," stated Joost Zimmerman, Director of Digital Marketing at SUBWAY®. "Mobivity's unique combination of SMS text messaging and receipt-based targeting and display technology is a big driver to fulfilling our vision."

Early studies have shown that SmartReceipt driven SMS calls-to-action can improve SMS subscriber rates by as much as ten times. Additionally, SmartReceipt enables the unique ability to combine real-time sales data with SMS promotions to reveal performance insights and improve the efficacy of SMS marketing programs over time. SUBWAY® plans to leverage both technologies to achieve higher performing mobile marketing programs and drive greater value to the consumer.

"We're elated to partner with an iconic brand such as Subway and pioneer the evolution of mobile marketing together," said Dennis Becker, CEO at Mobivity. "With the expansive presence of Subway in thousands of locations worldwide, coupled with the ubiquity of mobile devices, we believe Subway is uniquely positioned to drive great value to both their customers and franchise operators, and we're very excited to be a part of that success."

SUBWAY® launched its inaugural SMS campaign with Mobivity on June 22nd, leveraging Mobivity's patent-pending SmartSMS technology, offering millions of customers in the Southern California area a free 6" sub with the purchase of a 30 oz drink.

SUBWAY® restaurant Development Agent Bob Grewal, who leads the brand's largest

market in the Los Angeles area, commented, "SMS text messaging provides the broadest reach resulting in immediate results to consumers via the mobile channel. At the same time, it's imperative that consumers get the right message at the right time. Mobivity's SmartSMS and SmartReceipt technologies provide a unique combination of geographic and redemption control, with rich data tracking tools, that ensure consumers and Subway operators achieve these goals."

"We are thrilled to be working with Subway and launching our patent-pending SmartSMS technology in the LA market for our first campaign with this incredible brand," said Bill Van Epps, Executive Chairman of Mobivity and QSR Franchise Veteran. "Having worked in the restaurant industry for many years and understanding the business at the operational level, I know how important it is for operators to be able to use this highly effective mobile medium to drive sales and transactions, while still being able to control redemptions, keep offers time sensitive, location-specific, and tie everything back to clear attribution to prove ROI. Mobivity's SmartSMS solution was developed to specifically address these needs, and we are looking forward to seeing our technology answer such a highly anticipated industry need."

The campaign is being promoted via free-standing inserts, in-store marketing materials, and radio ads to market the launch of a subscription-based SMS text messaging program aimed at delighting customers while improving business performance for over 1,000 SUBWAY® locations in and around the Los Angeles metro area.

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, U-Swirl, numerous professional sports teams, as well as thousands of small, local businesses across the U.S. For more information, visit www.mobivity.com.

About SUBWAY® Restaurants

Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Beirut, Brisbane, Miami and Singapore, the SUBWAY® chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. Their partnership, which continues today, marked the beginning of a remarkable journey -- one that has made it possible for thousands of individuals to build and succeed in their own business.

For more information about the SUBWAY® chain, visit www.subway.com

Find us on Facebook: [Facebook.com/subway](https://www.facebook.com/subway)

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