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Mobivity Adds More Analytics Power With Restaurant Industry Veteran Rick Muldowney

PHOENIX, AZ -- (Marketwired) -- 05/18/16 -- Mobivity Holdings Corp. (OTCQB: MFON), the award-winning provider of patented mobile and non-traditional marketing technologies for the restaurant and retail industries, announced today it has appointed Rick Muldowney as Head of Analytics. Muldowney brings to Mobivity more than 25 years of experience in the areas of data aggregation, infrastructure, and analytics to lead the company and its clients in the areas of data analysis, insights and product innovation. This is a new position for Mobivity and emphasizes the company's further commitment to providing their clients with deep analytics and technological expertise. Rick brings a proven track record of leveraging data gleaned from point-of-sale networks, proving ROI, and using data science to accelerate revenue and power technological solutions.

Prior to joining Mobivity, Muldowney headed marketing analytics at one of Mobivity's key clients, Subway. In this role, he was tasked with building an analytics team, aligning and managing massive amounts of aggregated data, and providing insights for internal and external stakeholder groups such as marketing, franchisees, agency partners, development agents, and key partners like Coke and Frito Lay. Rick was instrumental on the team that used key data analytics to drive the business with the creation of the \$5 Footlong campaign, which drove billions of dollars in incremental revenue for the company.

Before his tenure at Subway, Muldowney was Vice President, Marketing Analytics for ToysRUs, where he was brought in to turn the focus from a merchandising and traditional advertising company to a data-driven, consumer-focused organization that could leverage a database of over 80 million US households. The result was a tailored marketing strategy that showed an immediate ROI and continues to be at the heart of their marketing strategy.

Muldowney, who also served as a VP of Analytics at GE Capital, is a graduate of the Binghamton University, with a degree in mathematics, and he holds a master's degree from Syracuse University in mathematics and statistics.

"We are very excited to have Rick join our team as the head of our analytics group," said Dennis Becker, Mobivity's Chief Executive Officer. "Rick brings a wealth of marketing analytics experience specific to our clients' business. His years with Subway and his quick service restaurant (QSR) and retail knowledge, combined with proven results, will be invaluable to our continued growth and innovation. Rick's unique skills and expertise have already had an immediate positive impact on our clients' and our company's business."

"I am impressed with Mobivity's SmartSuite of products and its rapid adoption by major QSR brands," said Muldowney. "To have access to customer basket-level data to analyze at such scale, with world class brands such as Subway, Sonic, Baskin Robbins, and others, will

allow us to use what I believe to be truly disruptive technologies to accelerate our clients' revenue potential and drive their businesses in ways that are truly ground-breaking in the restaurant and retail industries. I'm extremely proud to be a part of this tectonic shift in the marketplace."

About Mobivity

Mobivity Inc., based in Phoenix, AZ, is an award-winning provider of mobile and non-traditional marketing technologies that help retail brands grow their business by increasing customer frequency, engagement and spend. Mobivity's SmartSuite of products, including SmartReceipt™, SmartSMS, and SmartAnalytics unlock the power of customer, employee and POS data to create a closed-loop solution and provides data-driven insights; digital and traditional marketing attribution; and validation, at scale, to continually adapt and provide more personalized, relevant, and targeted customer communications.

Mobivity clients include SUBWAY®, SONIC®, Chick-fil-A, and Baskin-Robbins. For more information about Mobivity, please 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 Livelenz 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 Livelenz 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, 2015 filed with the SEC on March 31, 2016 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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