

October 17, 2016



Mobivity Adds Facebook Messenger + SmartSMS to Launch SmartMessenger

PHOENIX, AZ -- (Marketwired) -- 10/17/16 -- Mobivity Holdings Corp. (OTCQB: MFON), the provider of SmartSuite, an award-winning mobile marketing and customer engagement platform, announced today that it has combined Facebook Messenger with one of its flagship products, SmartSMS, to create SmartMessenger. SmartMessenger gives Mobivity clients the ability to communicate directly with customers via SMS or the Facebook Messenger app.

Facebook is the leading global social platform with over 1.4 Billion active users worldwide. People are logging in daily to see what's new with their friends and engage with their favorite brands. This creates unique opportunities for brands to easily reach domestic and international audiences and learn valuable data about their opted-in followers. In the U.S. alone, there are over 185 Million active Facebook users and more than 87 Million use the Facebook Messenger app on their mobile phones. The leading brands are leveraging this channel and the trove of data it provides to create more personal and relevant one-to-one messages for their followers.

SMS marketing is the most effective way for brands to reach customers today. Unlike other channels, there are no distractions, no apps to download, no ad blockers, and no false metrics. According to MobileMarketer.com, on average, text messages are read within 3 minutes and mobile offers are 10 times more likely to be redeemed than traditional coupons. Mobivity's SmartSMS makes the channel even more powerful for brands by providing rich graphics, fraud protection, one time use coupons and real-time redemption data. Mobivity's clients using SmartSMS have seen remarkable results. For example, one brand saw an incremental increase in revenue of over 100% and an increase of 114% in traffic with its loyal customers.

"Brands have realized that consumer engagement is most effective when it's personalized and relevant," said Dennis Becker, Mobivity's Chief Executive Officer. "Our clients know they don't decide how a consumer wants to receive a message, it's up to the individual consumer. Some consumers prefer text messages, while others prefer to communicate via Facebook. It's now communication on the consumer's terms and Mobivity will continue to pursue the best channels for brands to deliver the timeliest and most relevant messages."

About Mobivity

Mobivity helps restaurant and retail brands grow their business by increasing customer frequency, engagement and spend. Mobivity's SmartSuite of products -- including SmartReceipt[®], SmartMessenger, and SmartAnalytics -- allows brands to unlock the power of customer, employee and POS data like never before. This creates a closed-loop marketing solution that provides SmartDATA-driven insights, attributions and validation, at scale, to continually adapt and provide more personalized, relevant, localized and targeted

customer communications. Mobivity clients include SUBWAY[®], SONIC[®], Chick-fil-A, and Baskin-Robbins.

For more information about Mobivity, visit: www.mobivity.com or call (877) 282-7660

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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