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Mobivity Adds Mobile Technology Veteran, Alek Zdziarski, as CTO

PHOENIX, AZ -- (Marketwired) -- 11/16/16 -- Mobivity Holdings Corp. (OTCQB: MFON), the provider of SmartSuite, an award-winning mobile marketing and customer engagement platform, announced today it has appointed Alek Zdziarski as its Chief Technology Officer. Alek brings more than 15 years of experience in SaaS product and platform innovation in mobile marketing, data science, and mobile payments. In this role he is leading product, engineering, support, and data science operations at Mobivity.

Prior to joining Mobivity, he held similar leadership roles at mGage, a Blackstone company, and Outspoken, a Silverlake company, where he was responsible for global product development focused on mobile engagement. He has successfully exited two of his own start-ups and has a proven track record of product innovation and delivery.

"The Mobivity SmartSuite platform is taking mobile engagement to the next level. We have closed the marketing loop and give brands key insights for online to offline customer journeys. We engage with consumer purchases from the mobile device through to the basket-level data on the point of sale. Because of Mobivity's access to the customer through to the purchase data; I've not seen any company come close to our ability to offer the right message, at the right time, to the right person -- at market scale in real time," said Zdziarski.

"We are thrilled to have Alek join Mobivity. It comes at an important time in our company growth," said Dennis Becker, Mobivity's Chief Executive Officer. "He knows the important role mobile is playing for brands, and the key role it must play in customer engagement when delivering business results."

Zdziarski's career spans CTO roles in the US, Australia and South Africa, giving him a unique global perspective. He holds a BS and MS degrees in Engineering with specializations in Software and Telecommunications from the University of the Witwatersrand and an MBA from Henley Business School, Reading University, UK.

About Mobivity

Mobivity helps 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 data-driven platform combines the most effective engagement and measurement tools to power a closed-loop marketing solution that drives insights, attributions, and validation -- at scale -- to continually adapt and provide more personalized, relevant, localized, and targeted customer communications. Mobivity clients include SUBWAY®, SONIC® Drive-In, Chick-fil-A, and Baskin-Robbins. For more information about Mobivity, visit 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 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, 2015 filed with the SEC on March 30, 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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