

September 27, 2012



The Carolina Panthers Choose Mobivity as Mobile Marketing Partner With Three-Year Contract

PHOENIX, AZ -- (Marketwire) -- 09/27/12 -- Mobivity Holdings Corporation (OTCBB: MFON), an award-winning provider of proprietary mobile marketing technologies and solutions, will be partnering with the Carolina Panthers to allow fans to interact with the organization on the mobile channel by using their mobile marketing platform, as well as in-stadium graphics for live polling and engagement during sporting events.

Michael Falato, SVP of Sales and Business Development for Mobivity, said, "We are excited to begin an exciting partnership with the Carolina Panthers. We have seen some tremendous results through implementing mobile marketing with other teams and organizations, and we cannot wait to bring this success to an organization like the Carolina Panthers."

The Carolina Panthers will have access to the full array of Mobivity's mobile marketing and Display technology over their three-year contract. Mobivity will create and provide web opt-in pages as well as in-stadium promotions to help engage and build a mobile phone database of their fans. In addition to aiding in the building process for this database, Mobivity will host Text-to-Win campaigns, polls, and other engagement solutions in-stadium to improve the overall fan experience. The Carolina Panthers will also have access to Mobivity's unique Display technology, which will allow them to display HD graphics in-stadium that will update in real time through Mobivity's Social Ticker, incorporating fan text messages and pictures, as well as Facebook and Twitter posts.

"We're excited to move into the mobile realm with Mobivity, and begin engaging our fans on a personal basis. Mobivity is allowing our organization and our team to increase fan interaction and build a better team and fan loyalty across the board," said John Berger, Director of Sponsorship Sales and Services for the Carolina Panthers.

In addition to helping build a database of fans, Mobivity will also be aiding the Carolina Panthers in re-engaging these individuals after they have left the stadium. Mobivity will do this through the use of a shared-short-code to send SMS alerts and notifications to the Carolina Panthers Database with the goal of increasing brand awareness and loyalty throughout fans and the organization as a whole.

Mobivity is an award-winning provider of proprietary mobile marketing technologies and the inventor of C4, a unique, enterprise-grade platform empowering brands to engage mobile consumers across multiple channels. The only system of its kind, C4 is a cloud-based solution, which provides broad mobile communications and extensive CRM features to clients. C4 is integrated with multiple tier-one PSTN/IP carriers and micropayment processing facilities as well as with carrier premium SMS billing systems. Additionally,

Mobivity offers a unique graphical system through their Display Technology, which allows fans to interact with their mobile phones and high definition video boards and screens in real time. Mobivity's clients include CNN, Disney, NFL, Sony Pictures, AT&T, USTA, Chick-fil-A, the Golf Channel, NBC Universal, numerous professional sports teams, and many others.

For additional information, contact:

Dennis Becker
CEO
Mobivity
Phone: 619.725.0990

For business development opportunities:

Michael Falato
SVP of Sales & Business Development
Mobivity
Email Contact
Phone: 512-522-4710

Source: Mobivity Holdings Corp.