

October 1, 2012



Mobivity Announces Three-Year Partnership With the Tampa Bay Times Forum Arena and All Involved Sport Franchises

PHOENIX, AZ -- (Marketwire) -- 10/01/12 -- Mobivity Holdings Corporation (OTCBB: MFON), an award-winning provider of proprietary mobile marketing technologies and solutions, announced today that they are partnering with the Tampa Bay Lightning, Tampa Bay Storm, and Tampa Bay Times Forum Arena. Mobivity will be allowing fans to interact with all three organizations using their proprietary mobile marketing platform, as well as in-stadium graphics for live polling and interaction during sporting events.

Each organization has a specific mobile campaign that fans can opt-in to in order to receive "breaking news, ticket offers, and event updates" directly to their mobile phones. In addition to offering mobile updates to Tampa Bay sports fans, Mobivity will provide in-stadium graphics that will update during live sporting events, allowing fans to send text messages and pictures as well as Twitter and Facebook posts that will be displayed during the event, in addition to offering polling and contest features throughout.

Mobivity has also aided in creating web opt-in pages for the [Tampa Bay Lightning](#), the [Tampa Bay Storm](#), and the [Tampa Bay Times Forum Arena](#) in order to help drive traffic and participation to the Tampa Bay mobile program. The entire program is created with the goal of enhancing the interaction and experience fans have with each of these Tampa Bay sports programs, as well as the Tampa Bay Times as a whole.

"The Tampa Bay Lightning, Storm, and Times Forum Arena are a great partner of Mobivity. They have allowed us to have an integral place in connecting their brands with new and returning fans, and to enhance the overall fan experience. We hope our new partnership will continue for years to come," said Michael Falato, SVP of Sales & Business Development at Mobivity.

Lynn Wittenburg, VP of Marketing for the Tampa Lightning, Storm, and Times Forum Arena, said, "We're excited to start this campaign with Mobivity, and to engage fans in a whole new way. We've been looking for a way to create higher interaction with fans during events, as well as to engage potentially new fans, and Mobivity allows us to do just that."

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.

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