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Mobivity and the Bowling Proprietors' Association of America (BPAA) Strike a Partnership to Deliver Mobile Marketing to More Than 3,500 US Bowling Centers

PHOENIX, AZ -- (Marketwire) -- 12/05/12 -- Mobivity Holdings Corporation (OTCQB: MFON) and the Bowling Proprietors' Association of America (www.bpaa.com) formally announced today a strategic relationship where the BPAA will provide Mobivity's patented mobile marketing solutions to their 4,000 members to enable bowling centers across the country to reach their customers on their mobile phones with promotional marketing, incentive, and loyalty programs. It marks the beginning of a new promotional distribution opportunity for BPAA and its member centers.

BPAA will be integrating Mobivity's patented technology into its existing Customer Relationship Management (CRM) system and provide its member bowling centers with the ability to engage consumers direct to their cell phones. The combination of BPAA's CRM solution with Mobivity's mobile marketing technology will be promoted by both BPAA and Mobivity as a value-added subscription service to each of the more than 3,500 BPAA members.

"Being able to reach members of the bowling community on their mobile phones is a major development for bowling centers across America. Our members can now deliver more relevant and meaningful marketing incentives directly to the mobile consumer's handset," said Bart Burger, VP of Business Development for BPAA. "The advantages of engaging consumers' mobile phones in addition to traditional channels such as direct mail and email are obvious to us and Mobivity's patented technology empowers us with this advantage like no other solution in the industry."

With over 5,000 local advertiser locations across America already leveraging Mobivity's patented technology, BPAA was uniquely focused on deploying technology that could scale nationally while enabling local business operators the autonomy of a self-contained solution. With more than 70 million bowlers in America, BPAA also sought a solution capable of scaling to millions of consumer engagements. Mobivity delivered both the operational and consumer requirements while also connecting to BPAA's CRM platform for enhanced automation and integration with existing bowling center operations.

"We're delighted to partner with BPAA and support their progressive initiatives to empower their member bowling centers with the latest advancements in marketing technology," said Dennis Becker, CEO of Mobivity. "BPAA is America's voice in the bowling industry and we look forward to bringing bowling centers across America into the new mobile economy."

About Mobivity:

Mobivity (<http://www.mobivity.com>) 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 patented Display Technology, which allows fans to interact with their mobile phones and high definition video boards and screens in real time. Mobivity's past and current 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.

About BPAA

The Bowling Proprietors' Association of America (BPAA), founded in 1932, serves as the voice of the bowling industry. Headquartered in Arlington, TX at the International Bowling Campus, BPAA provides it's more than 4,000 member centers with group purchasing programs, business and educational seminars, legislative representation and proactively promotes the association and bowling industry. BPAA's mission is to enhance the profitability of its member centers and raise the profile of bowling, America's top-ranked participatory sport. For additional information please visit www.bpaa.com or call 1-800-343-1329.

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