

December 11, 2012



Mobivity and C Spire Wireless Announce Partnership to Create Interactive Fan Engagement Program for Memphis Grizzlies

PHOENIX, AZ -- (Marketwire) -- 12/11/12 -- Mobivity Holdings Corporation (OTCQB: MFON), an award-winning provider of proprietary mobile marketing technologies and solutions, announced a partnership with C Spire Wireless today to create interactive and unique fan engagement solutions for the Memphis Grizzlies and FedExForum.

Mobivity will help fans interact with the NBA team using its patented mobile marketing platform, as well as in-stadium graphics for live polling, text-to-win campaigns and picture-to-screen engagement. C Spire is the official wireless partner of the professional basketball team and FedExForum and has exclusive category rights for marketing promotion and technology development under a multi-year sponsorship agreement with the team.

"We're excited about the partnership with Mobivity, which will help us increase the amount and quality of brand engagement with Grizzlies fans throughout the season," said Jim Richmond, Vice President of Corporate Communications for C Spire Wireless. "Mobivity is helping us develop a personalized relationship with fans in a venue that is one of the best sports and entertainment destinations in the Mid-South."

Richmond said Mobivity has also created a C Spire-branded web opt-in site to aid in building fan engagement with the Grizzlies. Using the company's HD graphics system, fans will engage with the team in real-time through text and picture messages, Facebook and Twitter posts, text-to-win contests, and polling campaigns during home games this season.

"Mobivity is pleased to establish this mobile partnership with C Spire and the Memphis Grizzlies and we look forward to an engaging and successful relationship with fans during the season," said Michael Falato, Senior Vice President of Sales and Business Development for Mobivity.

In addition to cutting-edge fan engagement solutions, Mobivity's patented technology also will allow the Memphis Grizzlies to stay connected to fans via text messages and notifications, along with mobile updates and offers to increase attendance and brand loyalty.

"On behalf of the Memphis Grizzlies organization, we are honored and thrilled to be starting a new partnership with Mobivity and continuing to grow our partnership with our official wireless partner, C Spire Wireless," said Chad Bolen, Vice President of Corporate Sponsorships. "This new relationship will enhance our mobile marketing technologies and solutions for our fans. With mobile platforms becoming an integral part of our society, we are confident our fans will appreciate the live polling, text-to-win campaigns and picture-to-

screen engagement coming this season."

About Mobivity

Mobivity (<http://bit.ly/VLiB27>) is an award-winning provider of patented 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 HD graphical system through its 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.

Contact:

For additional information, contact:

MDM Worldwide
Investor Relations
Mobivity
(646) 403-3554

For business development opportunities:

Michael Falato
SVP of Sales and Business Development
Mobivity
(512) 522-4710
Email Contact

Source: Mobivity Holdings Corporation