January 15, 2013

Mobivity and the Los Angeles Clippers Announce Three-Year Contract to Engage and Further Build Fan Base

PHOENIX, AZ -- (Marketwire) -- 01/15/13 -- Mobivity Holdings Corporation (OTCQB: MFON), an award-winning provider of proprietary mobile marketing technologies and solutions, announced today that it will be partnering with the Los Angeles Clippers to engage fans both on and off the court over a three-year contract. Mobivity will allow fans to interact with the NBA team using its proprietary mobile marketing platform, as well as in-stadium graphics for live polling and interaction during sporting events.

Michael Falato, SVP of Sales and Business Development, said, "We are incredibly excited to be working with such a high-class organization as the Los Angeles Clippers. We plan to fortify a successful partnership for years to come, and foster an increased amount of fan and brand loyalty for the organization as a whole."

Throughout the contract, the L.A. Clippers will have full-access to an array of Mobivity's features and products to engage their fans at the mobile level. Mobivity will be developing in-stadium graphics for fan engagement during events, as well as creating web-opt pages to aid in building a database of loyal fans, giving the Clippers direct, instant, and welcomed contact with their audience.

"We couldn't be more excited to begin engaging and building a database of our fans; allowing us to increase fan loyalty and engagement throughout the NBA's coming and future seasons. With opportunities to connect with our fans on a personal level, we look forward to being able to activate sponsors and increase the attendance at each of our organization's events," said Sanja Komljenovic, the Database Marketing, Research and Promotions Coordinator for the Clippers.

In addition to mobile promotions and engagement with its in-stadium patented HD graphics Display technology, Mobivity will offer 24/7 support before, during, and after all events; inclusion of their Social Ticker to show moderated comments from Twitter and Facebook during games; and offer in depth reporting and analytics on the results and demographics of L.A. Clippers promotions.

Mobivity (http://bit.ly/VLiB27) 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.

Add to Digg Bookmark with del.icio.us Add to Newsvine

Contact:

For Additional information, contact:

MDM Worldwide
Investor Relations | Mobivity
264 W. 40th, Suite 602
New York, NY, 10018, USA
(646) 403-3554

For business development opportunities, contact:

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

Source: Mobivity Holdings, Inc.