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Mobivity and CASTMARK Execute Strategic Partnership

Deal Reached to Promote Stampt Loyalty and Mobile Marketing Programs

PHOENIX, AZ -- (Marketwire) -- 01/23/13 -- Mobivity Holdings Corporation (OTCQB: MFON), an award-winning provider of proprietary mobile marketing technologies and solutions, today announced their newly formed partnership with CASTMARK to maximize the acquisition of Stampt and mobile marketing merchants nationwide. Following Mobivity's intent to acquire Stampt, CASTMARK will serve alongside Mobivity in the education, training and acquisition of Stampt merchants and clients across the US.

"We are excited to enter into this partnership with CASTMARK, and to increase the amount of exposure that both Mobivity and Stampt will gain nationwide. Through this partnership, Mobivity will be able to bring the benefit of more loyal customers, more often -- along with the increase in traffic and revenue that comes with it -- to more merchants nationwide," said Dennis Becker, President and CEO of Mobivity.

CASTMARK specializes in helping small and medium sized businesses integrate best-of-breed mobile commerce solutions with more than eighty representatives around the country. Additionally, CASTMARK offers expertise in marketing, distribution, and customer service in a nationwide distribution model, bringing mobile technologies to market through an efficient and effective approach.

"All of us at CASTMARK are ecstatic to begin this partnership with Mobivity. The mobile marketing suite of products that Mobivity offers exists exactly within our vision of reforming the way small and medium sized businesses approach local area marketing, and we look forward to a successful venture for all parties involved," said William Waldrop, President and CEO of CASTMARK.

While CASTMARK will soon be selling the full suite of products and services offered by Mobivity to increase foot traffic and sales for the local advertiser, Mobivity will ensure the same quality of service and coaching that current clients have become accustomed. Through this partnership, Mobivity and CASTMARK will now have representatives ready to discuss the benefit of Stampt, SMS messaging, Social Media, and mobile connection with customers in businesses across the United States.

Mobivity (<http://www.mobivity.com/local>) 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.

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