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# Mobivity Announces Partnership With Circuit of The Americas, Home of the FORMULA 1 UNITED STATES GRAND PRIX

PHOENIX, AZ -- (Marketwire) -- 01/25/13 -- Mobivity Holdings Corporation (OTCQB: MFON), an award-winning provider of patented mobile marketing technologies and solutions, is pleased to announce a partnership with Circuit of The Americas, a multi-purpose sports and entertainment facility located in Austin, Texas, which is home to the FORMULA 1 UNITED STATES GRAND PRIX. Using Mobivity's proprietary mobile marketing platform, Circuit of The Americas can engage its on-site customers through mobile texting programs during live motorsports and entertainment events.

Michael Falato, SVP of Sales and Business Development, said, "We are incredibly excited to be working with Circuit of The Americas, and we plan to fortify a successful partnership over the coming months, and foster an increased amount of fan loyalty for the facility and each of the events and races they host."

"We look forward to having the opportunity to engage our fans on a personal level, while capitalizing on the success of mobile marketing and participation nationwide," Circuit Vice President of Public & Media Relations Julie Loignon said. "Mobivity's software will help us create unique, interactive marketing campaigns that enhance the customer experience while creating opportunities for our sponsor partners to reach our fan base."

Circuit of The Americas will host five major motorsport events in 2013, including three World Championship series. This spring, the facility will open its Tower Amphitheater, which will host national touring acts from around the country.

Mobivity ([mobivity.com/display](http://mobivity.com/display)) 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.

*Circuit of The Americas* is a world-class destination for performance, education and business. It is the first purpose-built Grand Prix facility in the United States designed for any

and all classes of racing, from motor power to human power, and is home to the FORMULA 1 UNITED STATES GRAND PRIX™ while also hosting MotoGP™, V8 Supercars™, GRAND-AM Road Racing™, American Le Mans and the World Endurance Championships. The Circuit of The Americas' master plan features a variety of permanent structures designed for business, education, entertainment and race use. Its signature element is a 3.4-mile circuit track. Other support buildings include an expansive outdoor live music space, an iconic 251-foot tower with observation deck, an events and conference center, a banquet hall as well as a state-of-the-art medical facility. For more information and downloadable video, audio and photos, visit: [www.CircuitofTheAmericas.com](http://www.CircuitofTheAmericas.com).

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