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Mobivity and CheckAlt Partner to Develop Mobile Check Acceptance Solutions for Thousands of Local Mobile Marketers Nationwide

PHOENIX, AZ -- (Marketwire) -- 03/22/13 -- Mobivity Holdings Corporation (OTCQB: MFON), an award-winning provider of proprietary mobile marketing technologies and solutions, announced their newly formed partnership with CheckAlt today to develop and deploy mobile check acceptance applications for local merchants nationwide. Mobivity's SMS text-messaging, social media, and mobile loyalty smartphone application will integrate with CheckAlt's eCheck technology to power mobile payments solutions.

"Forrester forecasts that US mobile payments will reach \$90B by 2017. While Mobivity continues to build marketing relationships between mobile consumers and local merchants, our vision is to evolve that mobile marketing conversation to a payment transaction. Our partnership with CheckAlt provides a pathway for our more than 5,700 local merchant end users across the U.S. to evolve marketing transactions to payments, all from the mobile phone," said Dennis Becker, President and CEO of Mobivity.

The CheckAlt check processing technology facilitates electronic payment transactions through a patented Remote Desktop Capture (RDC) and eCheck processing platform. The two companies plan to combine CheckAlt's RDC and eCheck capabilities with Mobivity's patented Software-as-a-Service (SaaS) mobile marketing platform to drive new concepts such as payments by SMS text messaging and mobile smartphone applications that introduce a payment option at key points during a marketing relationship such as loyalty rewards or special offers. Receiving an offer to a mobile device, either via a smartphone application alert or SMS text message, could include the ability to process a payment from the mobile device as opposed to traditional "point of sale" cash or credit card payment made at the merchant's facility following a marketing engagement.

"A payment by a consumer to a merchant is ultimately the culmination of some form of marketing or loyalty relationship. We believe that Mobivity's reach to thousands of local merchants, marketing to millions of consumers nationwide, equates to potentially the largest mobile loyalty and marketing network in the industry. Mobivity's extensive market penetration attracted us to this partnership where we believe we have a unique situation to bring mobile payment applications to a market with critical mass," said Shai Stern, President and CEO of CheckAlt.

The two companies will immediately begin work to jointly develop mobile payments solutions with a goal of deploying mobile payment applications to market sometime in the second quarter of 2013.

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

Mobivity 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.

About CheckAlt

CheckAlt is among the country's premier payment processing companies providing Check21 services, allowing businesses nationwide to utilize its eCheck and patented Remote Desktop Capture (RDC) systems to improve their top and bottom lines.

CheckAlt's unique partnership strategy, its in-depth industry knowledge, and innovative processing solutions assist its clients in bringing additional revenue through a value added network of affiliated CheckAlt clients. In addition, CheckAlt enables its clients to reduce associated costs in transaction processing over the internet.

CheckAlt's unique RDC empowers businesses, credit unions, municipalities, non-profits, and community banks by enabling them to locally deposit scanned checks virtually while reducing associated internet transaction processing costs. Streamlined clients experience the benefits of receiving funds in less than 12 hours without having to change banks or accounting systems.

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