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Mobivity Appoints Christopher J. Meinerz as Chief Financial Officer

PHOENIX, AZ -- (Marketwired) -- 02/19/15 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary [SmartReceipt](#) POS marketing solutions and patented mobile marketing technologies, announced today it has appointed Christopher J. Meinerz as Chief Financial Officer. Meinerz brings to Mobivity more than 25 years of experience in the areas of corporate finance, treasury management and accounting. Meinerz assumes the CFO position which has been vacant since January 2015.

Prior to joining Mobivity, Meinerz served as Chief Financial Officer (CFO) and Chief Compliance Officer (CCO) at Spindle, Inc., an innovator of mobile commerce solutions for financial services providers and consumer-facing merchants. In this capacity, he was responsible for the company's financial planning, treasury management, and compliance activities. Meinerz previously served as CFO and CCO at Next Generation Insurance Group (NGI), a national specialty insurance marketing firm located in Phoenix, AZ. Before his tenure at NGI, Meinerz was Executive Vice President of Finance and Treasury for DDi Corp., an Anaheim, CA-based provider of circuit board engineering and manufacturing services. In addition, he served as Global Vice President of Finance for eTelecare of Scottsdale, AZ, where he successfully helped launch that company's initial public offering in 2007 and ultimately its sale to Stream International in 2009 for \$300 million. Meinerz is a graduate of the University of Wisconsin with degrees in accounting and finance and is a Certified Public Accountant. He began his career in public accounting with BDO Seidman in Chicago, IL, and Grant Thornton in Madison, WI.

"We are very excited to have Christopher join our team and lead our financial operations," said Dennis Becker, Mobivity's Chief Executive Officer. "Chris brings a valuable mix of compliance, accounting, and transactional experience that will strengthen our management team and we are thrilled to have him on board to support our growth."

"I am impressed with Mobivity's SmartReceipt technology and its adoption by major QSR brands such as Sonic, Subway, Baskin Robbins, and others," said Meinerz. "I am excited to be part of the recent additions to Mobivity's management team and have the chance to play a key role in what I believe is a disruptive technology company."

About Mobivity

Mobivity is an award-winning provider of a suite of patented mobile marketing technologies designed to drive sales, enhance customer engagement, and reward customer loyalty for local businesses and national brands. Its solutions enable businesses across the United States to drive incremental sales and profitability by quickly and effectively communicating to their most loyal customers. Included are [SmartReceipt](#), which transforms traditional retail transaction receipts into engaging "smart" receipts, an industry-leading text messaging product, and an innovative [Stamp™](#) mobile loyalty application. Additionally, Mobivity offers a unique, high definition graphical system platform that allows its clients to enhance customer

or fan experience by interacting with their mobile phones and video boards or screens in real time. Mobivity's clients include national brands such as CNN, Disney, the NFL, Sony Pictures, AT&T, Chick-fil-A, NBC Universal, and numerous professional sports teams, as well as thousands of small, local businesses across the U.S. For more information, visit www.mobivity.com.

Forward Looking Statement

This press release contains forward-looking statements concerning Mobivity Holdings Corp. within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Those forward-looking statements include statements regarding the Company's plans to cross-market its products, including its recently acquired SmartReceipt operations; expectations for the growth of the Company's operations and revenue; and the advantages and growth prospects of the mobile marketing industry. Such statements are subject to certain risks and uncertainties, and actual circumstances, events or results may differ materially from those projected in such forward-looking statements. Factors that could cause or contribute to differences include, but are not limited to, the application and enforcement of the TCPA amendments in ways not expected; our ability to successfully integrate the SmartReceipt operations and our recent additions to management; our ability to develop the sales force required to achieve our development and revenue goals; our ability to raise additional working capital as and when needed; changes in the laws and regulations affecting the mobile marketing industry and those other risks set forth in Mobivity Holdings Corp.'s annual report on Form 10-K for the year ended December 31, 2013 filed with the SEC on March 31, 2014 and subsequently filed quarterly reports on Form 10-Q. Mobivity Holdings Corp. cautions readers not to place undue reliance on any forward-looking statements. Mobivity Holdings Corp. does not undertake, and specifically disclaims any obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

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