

September 17, 2015



## **Mobivity Announces Extension of Its Partnership With the Minnesota Wild Hockey Club to Increase Mobile Fan Engagement and Loyalty**

PHOENIX, AZ -- (Marketwired) -- 09/17/15 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary SmartReceipt POS cloud-based SAAS marketing solutions and patented mobile marketing technologies, announced today the Minnesota Wild Hockey Club has extended its marketing partnership for an additional two years.

The renewal follows three years of success by the NHL team, using Mobivity's SMS messaging solution to build fan loyalty and participation through the mobile channel, said John Maher, vice president of Brand, Content and Communications for the Wild.

The partnership has enabled the Wild and Xcel Energy Center marketing teams to build segmented lists which allow for targeted communications and sponsor offers to be delivered directly to fans who've opted in.

"We've been pleased with how efficiently and well Mobivity's SMS technology has enabled the Wild to build fan engagement using text message marketing," said Maher. "It's a cost-effective, highly personalized messaging platform that keeps fans interested while delivering fun and value. It's been popular with our fans and we look forward to seeing it continue to grow."

The Wild marketing team has enjoyed great success in segmenting keyword calls-to-action using Mobivity so that it can distinguish where fans joined to provide personalized and relevant offers. The data enables message relevance and allows the marketing team to track response over time.

"The Minnesota Wild has been a creative and innovative user of our SMS marketing solutions for fan engagement since 2013," said Michael Falato, SVP National Sales for Mobivity. "We are grateful that the team has extended our business relationship through 2017 with this agreement."

### ***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 North America to drive incremental sales and profitability by quickly and effectively communicating to their existing customers to drive engagement, frequency, and loyalty. Included are SmartReceipt™, compatible with nearly all POS systems, 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, Subway, Baskin Robbins, Jamba Juice, Sonic, U-Swirl, numerous professional sports teams, as well as thousands of small, local businesses across the U.S.

### ***ABOUT THE MINNESOTA WILD HOCKEY CLUB***

The [Minnesota Wild](#) is a thriving National Hockey League (NHL) franchise that began play in 2000. Its parent company, Minnesota Sports & Entertainment (MSE), is a premier sports and entertainment provider with several different avenues of business operations headquartered in downtown Saint Paul, Minn. Its subsidiary, the Saint Paul Arena Company, manages the state-of-the art [Xcel Energy Center](#), home ice of the Wild, and the [Saint Paul RiverCentre](#), which includes the [Legendary Roy Wilkins Auditorium](#). MSE also owns the [Iowa Wild](#) franchise in the American Hockey League (AHL), the primary development affiliate of the Minnesota Wild based in Des Moines, Iowa. Driven by a mission to "Create a Greater State of Hockey," MSE and the Minnesota Wild Foundation also strongly support community causes, primarily in the area of pediatric medical giving.

### ***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, 2014 filed with the SEC on March 31, 2015 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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Source: Mobivity Holdings Corp.