

November 30, 2015



## **Mobivity CEO, Dennis Becker to Present at LD Micro Investor Conference on December 3rd at 2:00 pm PT**

PHOENIX, AZ -- (Marketwired) -- 11/30/15 -- 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 that its CEO, Dennis Becker, will present at the [LD MICRO Main Event](#) investor conference being held at the Luxe Sunset, Los Angeles, on December 1-3, 2015.

Mr. Becker will present on Thursday, December 3rd at 2:00 pm PT / 5:00 pm ET. The presentation will be webcast live and available for replay [here](#). The replay will be available for 90 days following the live broadcast at <http://mobivity.com/investors/>.

In addition, Mr. Becker will be having one-on-one meetings with institutional investors throughout the event. If you would like to schedule a one-on-one meeting, please contact either LD Micro or Robert Prag, President of The Del Mar Consulting Group, Inc., at (858) 361-1786 / [bprag@delmarconsulting.com](mailto:bprag@delmarconsulting.com).

### **About LD Micro**

LD Micro is an investment newsletter firm that focuses on finding undervalued companies in the micro-cap space. Since 2002, the firm has published reports on select companies throughout the year. The firm also hosts the LD Micro Invitational. It is a non-registered investment advisor. For more information, please contact 408-457-1042 or visit [www.ldmicro.com](http://www.ldmicro.com).

### **About Mobivity**

Mobivity helps restaurant and retail brands realize their strategy of growing their business by increasing customer frequency, engagement and spend. Mobivity's analytics and products provide solutions that allow brands to take validated marketing actions across all channels, based on real customer behavior to create personalized, relevant, localized and targeted campaigns. With national clients such as SUBWAY®, SONIC®, Jamba Juice®, Chick-fil-A, and Baskin-Robbins, Mobivity's goal is to unlock the power of internal and external customer data to create a closed-loop marketing system that provides data driven insight to continually adapt and enhance communications with customers.

### **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.