

May 19, 2016



## **Mobivity CEO, Dennis Becker to Present at B. Riley & Co. Annual Investor Conference on May 25th at 2:30 pm PT**

PHOENIX, AZ -- (Marketwired) -- 05/19/16 -- Mobivity Holdings Corp. (OTCQB: MFON), the award-winning, mobile marketing and customer engagement platform, announced today that its CEO, Dennis Becker, will present at the B. Riley & Co. annual investor conference being held at the Loews Hollywood Hotel, Hollywood, California, May 25-26, 2016.

Mr. Becker will present on Wednesday, May 25th at 2:30 pm PT / 5:30 pm ET. The presentation will be webcast live and available for replay at:

[www.wsw.com/webcast/brileyco17/mfon](http://www.wsw.com/webcast/brileyco17/mfon)

The replay will also 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; B. Riley & Co. or Robert Prag, President of The Del Mar Consulting Group, Inc. at 858-794-9500 or [bprag@delmarconsulting.com](mailto:bprag@delmarconsulting.com).

### ***About B. Riley & Co.***

B. Riley & Co., LLC is a leading investment bank which provides corporate finance, research, and sales & trading to corporate, institutional and high net worth clients. Investment banking services include initial and follow-on offerings, institutional private placements, and merger and acquisition advisory services. The firm is nationally recognized for its highly ranked proprietary equity research. B. Riley & Co., LLC is a member of FINRA and SIPC. For more information, please visit <http://www.brileyco.com>

### ***About Mobivity***

Mobivity helps restaurant and retail brands grow their business by increasing customer frequency, engagement and spend. Mobivity's SmartSuite of products - including SmartReceipt™, SmartSMS, and SmartAnalytics - allows brands to unlock the power of customer, employee and POS data like never before. This creates a closed-loop marketing solution that provides SmartDATA-driven insights, attributions, and validation, at scale, to continually adapt and provide more personalized, relevant, localized and targeted customer communications. Mobivity clients include SUBWAY®, SONIC®, Chick-fil-A, and Baskin-Robbins. For more information about Mobivity, visit: [www.mobivity.com](http://www.mobivity.com) or call 877-282-7660.

### ***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, 2015 filed with the SEC on March 30, 2016 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.