

March 4, 2015



Mobivity to Webcast Presentation at the 27th Annual ROTH Conference on March 11th at 9:00 am PDT

PHOENIX, AZ -- (Marketwired) -- 03/04/15 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary [SmartReceipt](#) POS marketing solutions and patented mobile marketing technologies, announced today that its CEO, Dennis Becker, will present at the 27th Annual ROTH Conference, which will take place from March 8th-11th at the Ritz-Carlton Laguna Niguel in Dana Point, California.

Mr. Becker will present on Wednesday, March 11, 2015 at 9:00 a.m. Pacific Time in Track 1 Salon 1. In addition, Mr. Becker will be meeting one-on-one with institutional investors throughout the conference.

The presentation will be webcast live and available for replay for 90 days at: <http://wsw.com/webcast/roth29/mfon>

For more information about the conference or to schedule a one-on-one meeting with Dennis Becker, please contact your ROTH representative at 1-800-933-6830 or Bob Prag at 858-794-9500.

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 [Stampt™](#) 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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