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Rogers Software Development to Bundle Mobivity's SmartReceipt Technology With Its SuperSalon Point-of-Sale Platform

Partnership to Include SmartReceipt Deployment to More Than 12,000 Existing SuperSalon Users

PHOENIX, AZ -- (Marketwired) -- 07/08/15 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary and patented mobile marketing technologies and solutions, today announced it has entered into an agreement with Rogers Software Development to bundle SmartReceipt with existing and future SuperSalon point-of-sale (POS) installations.

SuperSalon, developed by Rogers Software Development ("Rogers"), is a POS solution designed principally for the personal care businesses. SuperSalon is used by more than 12,000 name brand salon clients and locations in forty countries, including Toni & Guy, SuperCuts, Vidal Sassoon, Regis, Cool Cuts for Kids, Fantastic Sam's, Cost Cutters, and Aveda.

Rogers and Mobivity have executed a multi-year agreement, whereby Rogers will license a version of Mobivity's SmartReceipt solution with limited features and capabilities for all of its current and future licensees of the SuperSalon POS platform. The two companies will also jointly develop additional SmartReceipt license programs with expanded functionality and features where SuperSalon customers can enjoy added capabilities for an additional subscription fee.

"We are extremely excited to partner with Mobivity and integrate their innovative SmartReceipt technology with our product portfolio," stated Micheal Eicher, CEO at Rogers. "Making SmartReceipt a bundled feature to the SuperSalon POS platform is a key part of our vision in making the point-of-sale a data-driven, revenue generating resource as well as a payment processing utility."

"We're honored to partner with a market leader such as Rogers Software Development," said William Van Epps, Executive Chairman at Mobivity. "We believe having our SmartReceipt technology incorporated as a key feature to the Super Salon product line marks a meaningful expansion of our business into the Salon and Spa category."

The SmartReceipt Power Tool for SuperSalon's Point of Sale turns regular receipts into offers that keep customers coming back. SmartReceipt works hand-in-hand with the SuperSalon POS software and requires no additional hardware beyond a typical receipt printer. Installation of SmartReceipt is accomplished automatically via a regular SuperSalon software update. SuperSalon licensees will also have access to additional capabilities, such

as digital calls-to-action, real-time targeting coupon offers, rich data analytics, smart customer surveys, loyalty enhancements, and third party receipt advertising, all for an additional license fee.

"We couldn't think of a better partner to bring our SmartReceipt technology to the salon and spa industry given SuperSalon's deployment footprint of more than 12,000 locations," said Dennis Becker, CEO at Mobivity. "Integrating our SmartReceipt technology with the SuperSalon POS environment will exploit the unique advantages of bundling our dynamic, targeted receipt advertising and data analytics capabilities with core point-of-sale features to create new monetization opportunities for SuperSalon end users."

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 [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, Subway, Baskin Robbins, Jamba Juice, Sonic, U-Swirl, numerous professional sports teams, as well as thousands of small, local businesses across the U.S. For more information, visit www.mobivity.com.

About SuperSalon

SuperSalon is a US-based global leader in salon management software. In the Americas, SuperSalon is the #1 software in national brand salons & schools and is the exclusive vendor for Regis franchisee locations. Across the globe, SuperSalon can be found in such brands as Sassoon in Europe, Londons in the Middle East, and Unilever's Lakme brand in India. For more information, please visit www.supersalon.com.

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