

September 18, 2015



## **Mobivity CEO Dennis Becker to Address MUFSO**

PHOENIX, AZ -- (Marketwired) -- 09/18/15 -- 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 CEO Dennis Becker will be a featured speaker at this year's MUFSO 2015.

The annual Multi-Unit Foodservice Operators Conference will take place Sept. 20-22, 2015, Hyatt Regency Reunion, Dallas, TX.

Becker will present a talk entitled, "Liberating Data for Smarter Marketing with Mobivity's Innovative, Patented Technology Solutions" in the MUFSO Tech Theater on Monday, September 21 between 1:00 and 1:20 PM.

His presentation addresses the data challenges commonly faced by food service firms: Too much data; not enough data; uncertainty about customer trends. He'll discuss how smart marketing solutions can help drive the business and elevate profitability.

With more than a decade of experience building, financing, and acquiring enterprises redefining the way technology and business interact, Dennis Becker leads Mobivity's vision of bringing businesses more customers, more often through disruptive technologies. An inventor of several patents, Becker's background also includes awards as founder of Frontieric Corporation and CEO of Bexel Technologies. Prior to Mobivity, Dennis studied Computer Science at the University of Oregon and served in the USAF.

MUFSO is the most comprehensive executive conference in the restaurant industry, now in its 56th year. The program encompasses more than 30 educational sessions spread across discipline focused tracks including: Operations, Culinary, Marketing, Restaurateur and Ideas.

### ***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.

### ***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.