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# Mobivity to Showcase Customer Engagement Technology Solutions at Epson's NRF OMS Partner Pavilion

NEW YORK, NY -- (Marketwired) -- 01/18/16 -- Mobivity Holdings Corp. (OTCQB: MFON), an award-winning provider of proprietary SmartReceipt™ POS cloud-based SAAS marketing solutions and patented mobile marketing technologies, joins Epson at the [National Retail Federation Annual Convention and Expo](#) (NRF) from January 17 - 19 at the Jacob K. Javits Convention Center in New York City, Epson booth #3530.

Mobivity will showcase how it leverages real-time data generated through Epson's OmniLink® Merchant Services (OMS) platform to determine transaction patterns and generate tailored print-on-receipt coupons, custom mobile offers, and dynamic text based marketing solutions in real-time.

"Our partnership with Epson is closely tied to the value proposition of our SmartReceipt™ solution," said Dennis Becker, Mobivity CEO. "The data flows between store POS and Epson's OmniLink receipt printers are an extremely rich data source that our system leverages to derive customer insights and deliver relevant messaging and promotions. We're delighted to join Epson at NRF this year."

"Mobivity is a great fit for the Epson OMS platform," said Joel Doherty, global business development leader for Epson's Business Systems Division. "It has accrued a significant footprint across thousands of locations with its digital marketing solutions. Its unique approach to gleaning consumer insights from the POS enables brands to make data driven decisions and drive next generation personalized, relevant and localized marketing campaigns."

## ***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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