

May 23, 2016



Zimmerman Innovates With Mobivity to Perfect the Modeling of Real-Time, Point of Sale Data for Mobile Marketing

PHOENIX, AZ -- (Marketwired) -- 05/23/16 -- Zimmerman Advertising, the nation's leading retail agency, announced today that it is partnering with Mobivity Holdings Corp. (OTCQB: MFON), an award-winning digital marketing technology company providing data driven, closed loop marketing solutions for thousands of restaurants and retailers. The partnership will allow the two companies to work together to unlock the power of real-time purchase data to dramatically advance their clients' business.

Mobivity's SmartSuite offers a unique, POS independent, data capture technology that uncovers valuable customer purchase behavior at the point of purchase. With Zimmerman's unique understanding of the retail landscape, the agency powerhouse saw Mobivity's offering as yet another opportunity to provide their clients with a competitive edge to redefine retail marketing. With real-time access to customer buying patterns, spend, and basket-level data, Zimmerman will transform the meaning of real-time, data driven media and marketing, and pioneer new, next generation mobile marketing solutions for their clients.

"As an agency that lives, eats, sleeps and breathes data to drive our strategic decision-making, we are constantly looking to innovate and find new ammunition in the retail wars so that our clients win," said Jordan Zimmerman, Founder and Chairman of Zimmerman Advertising. "Data is the new gold, and mobile is the new frontier. We found Mobivity's cutting edge technologies as a way to further arm us with the weapons we need to conquer a world where data and mobile have drastically changed the customer experience. The combined fire-power of a Zimmerman/Mobivity partnership will be game changing for our clients, it will redefine the way they engage with their customers, and it will transform the world of retail marketing and advertising. We couldn't be more excited to welcome Mobivity to the machine as our newest strategic partner."

"Zimmerman has been a true disruptor in retail advertising and strategy, forging innovative solutions that drive big results for major brands," said Dennis Becker, CEO of Mobivity. "We knew, without a doubt, they would see the value in real-time point of sale data and how it could change the future of retail through digital and mobile marketing. We are honored to work alongside Zimmerman and combine their retail expertise and our experience real-time technology to change the game of retail marketing. We believe this partnership is an important milestone in pursuit of accelerating our growth, and we look forward to working closely with Zimmerman and their world class clientele."

To learn more about Mobivity, there is a conference call scheduled for 4:30 P.M. Eastern Time (EDT) today, May 23, 2016, to review financial results for its fiscal first quarter ended March 31, 2016.

Conference Call Information:

Dial in Number for U.S. Callers: 877-705-6003

Dial in Number for International Callers: 201-493-6725

The conference ID# is 13637711

The call will be led by Mobivity's Chief Executive Officer, Dennis Becker, and Chief Financial Officer, Christopher Meinerz. A replay will also be available at ir.mobivity.com.

Zimmerman Retail Clients

Zimmerman's clients represent some of the most prominent retail brands in the country, including hhgregg, Five Below, Nissan, Party City, Dunkin' Donuts, Tire Kingdom, AutoNation, Firehouse Subs, Boston Market, Extended Stay America, and Michaels.

About Zimmerman Advertising

Zimmerman Advertising, an Omnicom Group company, is the leading integrated, retail agency in the country. Headquartered in South Florida, the agency has retail service offices throughout the country, including New York, Los Angeles, Chicago, Dallas, and Nashville. For information on the agency, visit <http://www.zadv.com>.

About Omnicom Group

Omnicom Group (NYSE: OMC) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Mobivity

Mobivity Inc., based in Phoenix, AZ, is an award-winning provider of mobile and non-traditional marketing technologies that help retail brands grow their business by increasing customer frequency, engagement and spend. Mobivity's SmartSuite of products -- including SmartReceipt™, SmartSMS, and SmartAnalytics -- unlocks the power of customer, employee and POS data to create a closed-loop solution and provides data-driven insights, digital and traditional marketing attribution, and validation -- at scale -- to continually adapt and provide more personalized, relevant, and targeted customer communications.

Mobivity clients include SUBWAY®, SONIC®, Chick-fil-A, and Baskin-Robbins. For more information about Mobivity, please visit: www.mobivity.com

MEDIA CONTACTS:

Investor Relations

Robert B. Prag

President

The Del Mar Consulting Group, Inc.

858-794-9500

or

Scott Wilfong

President
Alex Partners, LLC
425-242-0891

Source: Mobivity Holdings Corp.