

October 15, 2013



Spindle Partners With MMIT to Offer MeNetworkPro to the Telecommunications Industry

Agreement Will Expand Spindle's Customer Base by Delivering Mobile POS, Marketing Programs, Incentives and Rebates to Customers of Communications Services Providers

SCOTTSDALE, AZ -- (Marketwired) -- 10/15/13 -- Spindle, Inc., (OTCQB: SPDL), a leading provider of mobile commerce solutions, announced that it has entered into a distribution agreement with MMIT (Mobile Merchant Innovative Technologies), a communications solutions provider that serves wireless retail channels. Through this arrangement, MMIT will leverage Spindle's MeNetworkPro (SM) mobile POS (Point of Sale) and marketing services part of the MeNetwork360(SM) product line allowing merchants and end users to access a unique group of mobile marketing programs, incentives and rebates coupled with mobile merchant acquisition.

"The relationship between Spindle and MMIT will have a notable impact on the market penetration of MeNetwork's services," said Bill Clark, chief executive officer at Spindle. "Offerings like the MeNetwork PRO app will empower MMIT's estimated 100,000 targeted merchants with unique capabilities that will allow them to accept payments on the go and engage their customers through customized, proactive mobile marketing activities, all managed through a simple mobile interface."

MeNetwork360's content facilitates customized marketing campaigns based on location-based services, including loyalty programs, electronic coupons, rebates and instant offers. The app also allows consumers to locate merchants, discover offers, accrue loyalty points and make purchases on their mobile devices. Mobile Merchant Innovative Technologies, headquartered in Plymouth, Michigan, is a leading mobile merchant product and services provider primarily focused within wireless industry channels. In addition to mobile merchant applications, MMIT is driven to provide integrated mobile solutions that make doing business easier, designed to facilitate business growth.

"We are extremely pleased to collaborate with Spindle, and leverage the MeNetwork product portfolio to deliver useful and secure services to business owners across the country," said Thomas Huss, vice president operations at MMIT. "Spindle's value proposition is based on an integrated, multi-functional platform, state-of-the art security, and world class customer support, making the company's services a crucial addition to our merchant services offering. Through this new alliance, we expect to deliver superior products and an intelligent, proactive go-to-market program to our sizable merchant base."

"Spindle and MMIT have created a partnership that will introduce credible, practical and customizable mobile marketing and payment services to communications providers," said James Brehm, senior strategist at Compass Intelligence. "They have articulated a clear vision of how mobile marketing services can be used to competitive advantage in this competitive arena."

About Spindle, Inc.

Spindle is an innovator of mobile commerce solutions for financial services providers and consumer-facing merchants of all sizes. Spindle is focused on pioneering new ways for businesses to rapidly integrate mobile payments acceptance and mobile marketing services while empowering location-based merchant discovery, fulfillment and frictionless mobile payments for consumers. Spindle is dedicated to expanding beyond traditional electronic payment boundaries by offering cutting-edge solutions that allow clients, partners, merchants and consumers to take full advantage of the rapidly emerging mobile economy. Spindle has an extensive proprietary intellectual property portfolio -- which include patents pending -- that encompass networks, mobile payments, and security. For more information, visit www.spindlehq.com.

About MMIT LLC

Mobile Merchant Innovative Technologies is a Michigan-based company and an industry leader in the mobile merchant space led by wireless industry veterans Thomas Huss and Sam Karadsheh. With national distribution, MMIT is primarily focused on delivering a complete range of merchant products and services within all of the developed wireless retail channels.

Forward-Looking Statements

This release includes forward-looking statements 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. All statements regarding our expected future financial position, results of operations, cash flows, financing plans, business strategy, products and services, competitive positions, growth opportunities, plans and objectives of management for future operations, as well as statements that include words such as "anticipate," "if," "believe," "plan," "estimate," "expect," "intend," "may," "could," "should," "will," and other similar expressions are forward-looking statements. All forward-looking statements involve risks, uncertainties and contingencies, many of which are beyond our control, which may cause actual results, performance, or achievements, as described in our reports filed with the Securities and Exchange Commission which are available for review at www.sec.gov, to differ materially from anticipated results, performance, or achievements. We are under no obligation to (and expressly disclaim any such obligation to) update or alter our forward-looking statements, whether as a result of new information, future events or otherwise.

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