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Spindle Accelerates MeNetwork Roll-Out in Salt Lake City and Park City, Utah

Tech-Savvy Local Culture Drives Fastest New Market Launch in Company's History

SCOTTSDALE, AZ -- (Marketwired) -- 10/31/13 -- Spindle, Inc., (OTCQB: SPDL), a leading provider of mobile commerce solutions, announced it is accelerating the deployment of its MeNetwork mobile marketing platform in Salt Lake City and Park City, Utah. First introduced in late September, Spindle has already onboarded more than 400 merchants between the two cities. The company expects the roster of local businesses signing on to MeNetwork to quickly escalate over the next 60 days.

"Salt Lake City and Park City are perfect locations for the MeNetwork service," said Michael Stevens, executive vice president for marketing and innovation at Spindle. "Residents up and down the Wasatch Range are very tech- and mobile-savvy, and merchants in this region appreciate MeNetwork's ability to establish real-time, one-on-one connections with consumers through their mobile devices. MeNetwork was designed for merchants to immediately drive customers through their doors with only a few minutes of work. That's something that can't be reproduced by other marketing and social networking platforms."

MeNetwork is an intuitive app that connects users and merchants in a given geography, allowing merchants to deliver targeted content, offers, loyalty programs and promotions directly to consumers' mobile devices based on location-based data and end-user preferences. Users can easily access reviews, product and service information, and special offers through the app's consumer-facing interface. Merchants can optimize their campaigns according to detailed real-time analytical reports.

The MeNetwork service is currently in use by more than 6,000 merchants and 350,000 consumers in 85 cities across the U.S. Near-term expansion plans include Scottsdale and Tempe, Arizona; Portland, Oregon; and Boulder, Colorado.

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.

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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