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Spindle and IQvantage Sign Strategic Agreement to Deliver Analytics-Driven Contextual Offers Program Through the Yowza!! Platform

Combination of Yowza!!'s Cloud-Based POS and IQvantage's Real-Time Analytics Enables Merchants to Deliver Real-time, Personalized Offers to Consumers

SCOTTSDALE, AZ -- (Marketwired) -- 03/02/15 -- [Spindle, Inc.](#) (OTCQB: SPDL), a leading provider of mobile commerce solutions, has signed a strategic agreement with IQvantage to deliver data-driven contextual mobile marketing solutions to merchants and consumers. As a result of this partnership, merchants using the Yowza!! national marketing platform will be able to deliver relevant coupons and offers based on consumer preferences, location and other analytics factors.

IQvantage is a market leader in the delivery of next generation technology that allows merchants to identify and act upon optimal marketing opportunities based on real-time and historical predictive data analytics. Through this technology, businesses can leverage "big data," real-time situational intelligence derived from a number of sources that include location, proximity, weather, point of sale, social media, web-based interactions, and other metrics. This access to real-time information allows merchants to deliver customized engagements that are personalized, immediate and relevant.

"The strategic relationship with IQvantage represents a significant step for Spindle in terms of redefining the merchant-consumer dynamic," said Bill Clark, Spindle's chief executive officer. "The ability to harness and act upon the information residing in consumer data is seen as the 'holy grail' among merchants. It is a vital component in terms of understanding customer propensities, and then enabling relevant marketing and selling strategies that are built upon this information. The combination of Yowza and IQvantage will be unprecedented in terms of integrating actionable data into real-time marketing campaigns. It is clearly the type of comprehensive solution the market has been calling for, and we are pleased to be among the first in this space to introduce this unified commerce solution into the market."

"Spindle has assembled the essential mobile marketing platform with Yowza!!," said Mike Corbisiero, chief executive officer for IQvantage. "Through its integration of the consumer shopping app, point-of-sale technology, marketing services, location-based beaconing services, and now IQvantage for connecting to these and other data sources of the consumer, we have the ability to generate an 'in the moment' engagement model that has

long been talked about in the marketplace. We see this partnership as a solid foundation that will significantly benefit our companies, our merchants, and consumers around the country."

About Spindle

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 includes patents pending-that encompasses networks, mobile payments, and security. For more information, visit www.spindle.com.

About IQvantage

IQvantage powers the next generation of intelligent applications based on the user's ability to define and identify real-time data feeds, situations of interest and recommendations and engagements, all in a completely scalable and dynamic environment. IQvantage identifies situations by leveraging relevant contextualized data sources of all types to deliver highly actionable content and micro-targeted recommendations, utilizing a sophisticated pattern-matching engine. www.iqvantage.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.

Public Relations Contact
Glenn Goldberg
Chief Executive Officer
Parallel Communications Group
516-705-6116
ggoldberg@parallelpr.com

Investor Relations Contact
LR Advisors LLC
Jason Assad
678-570-6791
jwassad@bellsouth.net

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