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# Spindle Launches Enhanced Version of Yowza!! App for iOS and Android

## Unified Commerce Leader Introduces New Capabilities for Its Flagship Mobile Shopping App, Including Upgraded Rich Media Promotion, Private Announcements, and Beacons

SCOTTSDALE, AZ -- (Marketwired) -- 06/09/15 -- [Spindle, Inc.](#) (OTCQB: SPDL), a leading provider of unified commerce solutions, announced the availability of an updated version of its "Yowza!!" mobile shopping app for iOS and Android mobile devices. Available for download through the Apple App and Google Play stores, the enhanced Yowza!! app delivers a number of new features, including beacon-triggered rich media content which facilitates Spindle's recently announced Beacon Management System, public and private announcements management, and a coupon sleeve to store and redeem coupons and offers.

In addition to its innovative beaconing features, the Yowza!! app offers comprehensive data analytics platform that gathers data from multiple sources including ecommerce, mobile commerce, POS devices and beaconing technology. The Yowza!! platform will utilize this information for actionable reports for the merchant, and provides insights to create and deliver relevant marketing content and individualized offers.

"The enhanced Yowza!! app reflects Spindle's ongoing commitment to developing powerful functionalities that serve the needs of both consumers and merchants," said Bill Clark, Spindle's chief executive officer. "We believe the new capabilities embedded in the enhanced Yowza!! platform can completely redefine the merchant-consumer paradigm by improving convenience and choice, and substantially expediting the engagement-to-transaction process."

Yowza!! enables merchants to deliver specific marketing content in-store to shoppers' smartphones via geolocation and on-site proximity transmitters using BLE (Bluetooth low energy). The upgraded Yowza!! app facilitates the delivery of rich video and audio content to promote brand awareness, share product information, and drive incentives and promotional content including traditional couponing and discounts.

The enhanced Yowza!! app includes:

- An updated user interface with improved navigation, menus and geo-location and BLE capabilities.
- Rich media presentation, video and audio features, and web links.
- Announcement features and private groups that merchants and consumers can leverage to create a more customized and personal experience.

- A subscription option that allows consumers to "follow" the merchants of their choice.
- A "coupon sleeve" that enables users to collect, manage, store and redeem coupons and promotional offers as they choose.

The Yowza!! app is incorporated in Spindle's Yowza!! suite of services, which offers a comprehensive unified commerce platform that includes point of sale solutions, payment acceptance, and local and national marketing programs. The unified commerce platform supports long-term engagement between consumers and participating merchants, and delivers location-based offers to consumers directly to their mobile devices. The solution also provides merchants with tools to market their business via an integrated management portal.

### ***About Spindle***

Spindle is an innovator of unified commerce solutions for consumer-facing merchants of all sizes. Spindle is focused on pioneering new ways for businesses to rapidly integrate mission critical business services, payments acceptance, and mobile marketing services while empowering location-based merchant discovery, fulfillment and frictionless consumer engagement. Spindle is dedicated to expanding beyond traditional 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](http://www.spindle.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](http://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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