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Michael Kelly Increases Ownership in Spindle to 17 Percent

SCOTTSDALE, AZ / ACCESSWIRE / July 24, 2017 /Michael Kelly and Spindle, Inc. (OTCQB: SPDL) announced today that Kelly has acquired 7,816,151 shares in Spindle during the second quarter 2017. Kelly also announced that his company, IoT Broadband, LLC, acquired 250,000 shares of Spindle during the same period. These acquisitions bring Kelly's beneficial ownership in Spindle to just more than 17%.

Kelly stated, "Spindle is developing innovative merchant and consumer-facing commerce solutions focused on the Small and Medium-sized Business (SMB) market. It is focused on payment processing services and integrating value-added capabilities that enhance merchant revenue and increase consumer loyalty, experience, and stickiness. Spindle's technology and capabilities fit nicely with our other assets including the Alpha Bay SaaS, Cloud and mobile point of sale systems and our Yowza!! digital discount, coupon and loyalty applications."

Dr. Jack Scott, Spindle Chief Executive Officer, stated, "We are clearly pleased to see Michael Kelly increase his already sizeable stake in Spindle. His well-documented track record of building successful businesses speaks for itself. Mike and I have spent considerable time together discussing our collective future. Importantly, we both have a very vested interest in value creation, and our goals are aligned with those of our fellow Spindle shareholders. I look forward to working closely with Mike towards a common goal of generating a return on investment for our shareholders."

About Michael Kelly - Former DISH Network Executive and Blockbuster President.

About IoT Broadband, LLC -Denver based investment company specializing in the investment, financing, and operating of business and applications connected to the Internet of Things.

About Spindle - Spindle is an emerging provider of innovative marketing and commerce solutions delivered through the "CATALYST" brand. Spindle's CATALYST Commerce Solutions have been built to suit B2B and B2C businesses of all sizes with vertically integrated, industry leading technology. The proprietary, integrated marketing, and commerce solutions delivered through CATALYST assist merchants in increasing customer acquisition, increasing profitability and increasing loyalty. The CATALYST approach, primarily focused on Small to Medium-sized Businesses (SMBs), is uniquely engineered to rapidly integrate mission critical business services, payment solutions, digital marketing and customer engagement to enhance transactional growth. Spindle's proprietary intellectual property includes a portfolio of patents pending, encompassing networks, mobile payments, and security software. Spindle maintains a consistent commitment to innovation. Spindle's CATALYST Commerce Solutions will continue to be

enhanced in order to consistently deliver sophisticated payments and integrated marketing solutions. For more information, visit www.Spindle.com.

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