



## **Mobiquity Technologies Partners With Macerich to Expand Beacon Network**

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### **Agreement With Macerich's Portfolio of Dominant Retail Properties Positions Mobiquity Technologies as Leader in Beacon-Based Advertising Services**

GARDEN CITY, N.Y., May 11, 2015 (GLOBE NEWSWIRE) -- [Mobiquity Networks](#), a wholly owned subsidiary of Mobiquity Technologies, Inc. (OTCQB:MOBQ), which powers a leading national location-based mobile advertising and app engagement network, has partnered with Macerich (NYSE:[MAC](#)) to be the provider of beacon-based advertising services throughout Macerich's impressive collection of high-performing shopping centers in attractive U.S. markets.

For Mobiquity Networks, the deal represents a significant footprint expansion and cements the company's position as the definitive leader in mall-based retail beacon networks. For Macerich, this expanded program further connects retailers, brands and shoppers at all its properties through customized offers, tailored information and personalized, real-time experiences. This extensive, portfolio-wide program builds on Macerich's earlier work with Mobiquity Networks beginning in 2012.

Macerich is one of the country's leading owners, operators and developers of major retail properties with an unparalleled collection of properties in the nation's most desirable and highest-barrier-to-entry markets. Macerich's fortress markets include many of the most affluent and densely populated in the U.S. with exceptional strength on the West Coast, in Arizona, Chicago and the Metro New York to Washington, D.C. corridor.

Mobiquity Networks owns and operates the largest shopping mall-based beacon advertising network in the U.S. and is already deployed across 240 premier shopping malls. With this agreement, Macerich granted Mobiquity Networks rights to its unparalleled collection of mall properties, which will grow Mobiquity Networks footprint to nearly 300 malls hosting over 7,500 unique retailers found in more than 37,000 storefronts. Mobiquity Networks is scheduled to complete the installation by the end of June 2015.

According to Mobiquity Networks' Chairman, Thomas M. Arnost, "Reaching our second major network expansion agreement with Macerich is a significant milestone for Mobiquity Networks. The Macerich group of properties delivers a highly desirable young and affluent demographic and adds significant scale to our already extensive retail footprint."

Mobiquity Networks now gives marketers the ability to potentially reach out to an estimated 250 million monthly real-time shoppers who spend on average, over \$25 billion a month, and over \$300 billion on an annual basis.

Mobiquity Networks' beacon technology utilizes valuable location-based data from common areas in-mall and provides advertisers with the totally unprecedented opportunity to deliver targeted advertising to mall shoppers at precisely the right place and time -- just as they are deciding which retailers to visit and what brands to buy. Through Mobiquity Networks platform, advertisers have the potential to influence over 3 billion annual shopping visits.

"Well-executed proximity-based marketing not only adds to the shopper experience at our trophy properties, but it also supports our retail and brand partners, and offers our company an expanded platform for revenue generation," said Ken Volk, Senior Vice President, Chief Marketing Officer, Macerich. "Over the past several years, Mobiquity has proved to be a strong partner for Macerich and we are pleased to be growing the relationship."

The advantage that Mobiquity Networks has over other beacon providers is that the company's existing traction in the space already provides the ability to deliver national scale for beacon-based consumer engagement, which is essential for mall retail tenants and the brands in their stores to run large-scale mobile campaigns. Mobiquity Networks also has a rapidly growing pipeline of mobile app publishing partners and is known for its commitment to protecting the in-mall shopper experience.

### **About Mobiquity Technologies**

Mobiquity Technologies, Inc. (OTCQB:MOBQ) ("Mobiquity"), parent company of Mobiquity Networks, operates a national location-based mobile advertising network that has developed a consumer-focused proximity network which we believe is unlike any other in the United States. Mobiquity's integrated suite of leading-edge location based mobile advertising technologies allows our clients to execute more personalized and contextually relevant experiences, driving brand awareness and incremental revenue. Mobiquity Technologies will continue to attempt to expand its location-based mobile advertising solutions to create "smart malls" in retail destinations across the U.S. using Bluetooth-enabled iBeacon technology. Please visit the Company's corporate websites at: [www.mobiquitytechnologies.com](http://www.mobiquitytechnologies.com) and [www.mobiquitynetworks.com](http://www.mobiquitynetworks.com).

### **About Macerich**

Macerich, an S&P 500 company, is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States. Macerich currently owns 55 million square feet of real estate consisting primarily of interests in 55 regional shopping centers. Macerich specializes in successful retail properties in many of the country's most attractive, densely populated markets with significant presence in the Pacific Rim, Arizona, Chicago and the Metro New York to Washington, D.C. corridor. Additional information about Macerich can be obtained from the Company's website at [www.macerich.com](http://www.macerich.com).

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Certain statements in this press release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results,

performance or achievements of the company to be materially different from any future results, performances or achievements express or implied by such forward-looking statements. The forward-looking statements are subject to risks and uncertainties including, without limitation, changes of competition, possible loss of customers, and the company's ability to attract and retain key personnel.

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