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SinglePoint, Inc. Announces Joint Venture With Motivity Labs for Cannabis Industry and Retailers Nationwide

PHOENIX, AZ -- (Marketwired) -- 03/03/14 -- [SinglePoint, Inc.](#), a state-of-the-art mobile technology company and full-service mobile marketing company, is pleased to announce it has finalized a JV agreement [Motivity Labs](#), a global expert in mobile app development and cloud computing, to enhance existing and design new mobile payment software applications for the rapidly growing legalized cannabis industry and retailers otherwise, nationwide.

Motivity has a wealth of credentials in the mobile applications space including development and testing efforts for the largest software companies in the world, major wireless operators, global mobile manufacturers and enterprise security product companies. They have also built and tested mobile applications for over 300 start-ups across the globe including portfolio companies of the most prominent private equity and venture capital firms in Silicon Valley.

The joint venture will enable both companies to expand upon their mobile development initiatives. Motivity Labs will initially focus on building out the application SinglePoint has designed for use in the Legalized Marijuana industry, eventually developing apps across all SinglePoint mobile payment verticals including mobile donations, mobile auctions and more.

Mobile based transactions, including mobile payments "is going to grow explosively in the next few years," [states a BI Intelligence report recently](#).

Motivity Labs and SinglePoint believe that working together will produce amazing developments particularly realizing that the combination of SinglePoint's merchant services and [Pay by Text™](#) along with Motivity Labs specialized application development could bring about the potential for direct competition with companies such as Square and Inuit.

SinglePoint, Inc. (OTC: SING), headquartered in Phoenix, AZ, is a state-of-the-art mobile technology company and full-service mobile marketing agency. We operate a best-in-class mobile commerce and communication platform specifically designed to serve the needs of the non-profit community as well as for profit companies. We make any campaign instantly interactive via the mobile phone. This functionality allows our clients to conduct business transactions, accept donations and engage in targeted communication campaigns with their customers/donors through any mobile devices. Send more messages, create more awareness, and raise revenues and donations.

Motivity Labs is a mobile, cloud and big data insights solution provider with a global presence in India and the US. Backed by Naya Ventures, a Venture Capital firm focusing in mobile and cloud, we work with Fortune 500 companies across multiple industries as well as innovative product companies in the mobile and cloud computing areas. Our projects include development and testing efforts for the largest software companies in the world, major wireless operators, global mobile manufacturers and enterprise security product companies. Our teams have also worked closely with large enterprises as well as start-ups in helping them define and execute on their mobile strategy

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For more information see www.singlepoint.com

Forward-Looking Statements

Certain statements in this news release may contain forward-looking information within the meaning of Rule 175 under the Securities Act of 1933 and Rule 3b-6 under the Securities Exchange Act of 1934, and are subject to the safe harbor created by those rules. All statements, other than statements of fact, included in this release, including, without limitation, statements regarding potential future plans and objectives of the company, are forward-looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Technical complications, which may arise, could prevent the prompt implementation of any strategically significant plan(s) outlined above. The Company undertakes no duty to revise or update any forward- looking statements to reflect events or circumstances after the date of this release.

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Source: SinglePoint, Inc.