

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

Mobiquity Technologies, Inc.

Form: 8-K

Date Filed: 2013-10-09

Corporate Issuer CIK: 1084267

Symbol: MOBQ

Fiscal Year End: 12/31

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): October 9, 2013 (October 9, 2013)

Mobiquity Technologies, Inc.

(Exact name of registrant as specified in its charter)

New York

(State or jurisdiction of incorporation or organization)

000-51160

(Commission File Number)

11-3427886

(I.R.S. Employer Identification Number)

600 Old Country Road, Suite 541, Garden City, NY 11530

(Address of principal executive offices (Zip Code))

Registrant's telephone number: (516) 256-7766

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17CFR 240.13e-4(c))
-

Item 7.01. Regulation FD Disclosure

On October 9, 2013, the Company issued a press release, a copy of which is appended hereto.

Item 9.01. Financial Statements and Exhibits.

| <u>Exhibit</u> | <u>Description</u> |
|----------------|--|
| 99.1 | Press release dated October 9, 2013. (Filed herewith.) |

SIGNATURE

Pursuant to the requirements of Section 13 or 15(b) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

MOBIQUITY TECHNOLOGIES, INC.

Dated: October 9, 2013

By: /s/ Dean L. Julia
Dean L. Julia, Co-Chief Executive Officer

Mobiquity Technologies Announces Expansion of Nationwide Bluetooth Marketing Network

Company scales location-based mobile marketing across 100 of the nation's most prestigious malls, with the ability to reach 120 million shopping visits per month

NEW YORK, Oct. 9, 2013 -- According to ABI Research, nearly two billion smartphones will ship globally by 2018, with 50 million more Bluetooth-enabled passenger cars by 2016. Add to that the introduction of Apple's AirDrop, and we have a strong push and winning standard in location-based mobile marketing: Bluetooth. From Bluetooth headsets and car connections to laptops, feature phone and smartphone communications and content delivery -- Bluetooth continues to be the common denominator and the ultimate enabler in location-based mobile marketing. As a result, Mobiquity Technologies, Inc. (OTCQB: MOBQ), the nation's largest location-based mobile marketing network, today announced the execution of an exclusive rights agreement which will run through December 2017 and lock in its "mobile marketing real estate" for the next four years. The deal will enable the company to expand the footprint of its Bluetooth location-based mobile marketing network, **Mobiquity Networks, increasing reach by 33%**.

Mobiquity Networks enables advertisers to micro-target millions of mall visitors per month in the nation's Top 10 DMAs with mobile digital content and offers when they are most receptive to advertising messages. Mobiquity-powered malls include Roosevelt Field in New York, King of Prussia in Philadelphia, Copley Place in Boston, Brea Mall in LA, Orland Square in Chicago, The Galleria in Houston and Lenox Square in Atlanta among others. Brands like Bloomingdales, 1800flowers.com, the NY Knicks and Dollar General, and entertainment like Def Leppard, Cody Simpson, Zero Dark Thirty, War Horse and Insidious have already relied on Mobiquity Networks to reach their consumers and influence behavior.

How It Works

Mobiquity's interactive zones are positioned in shopping malls near entrances, anchor stores, escalators and other high-traffic, and high dwell-time areas and are designed to reach on-the-go shoppers via their mobile devices with premium opt-in content delivered using Bluetooth, Wi-Fi and Beacon Technology. This advertising medium offers highly targeted messaging, and has been engineered to engage and influence shoppers as they move about the mall environment.

"We bet on Bluetooth several years ago when we formed Mobiquity and have relentlessly worked to build an extensive mobile marketing Mall network to deliver on the promise of location-based marketing for advertisers and retailers. And of course we couldn't be more thrilled with Apple's calculated selection of Bluetooth as a content-delivery technology in AirDrop," said Michael Trepeta, co-CEO of Mobiquity Networks. "Just like American Idol educated the US nearly overnight about text messaging, we believe the term 'AirDrop me' will quickly become commonplace. Before the expansion, our network could service an estimated 96 million shopping visits per month and Apple's release of AirDrop should accelerate the education, adoption and belief in Bluetooth/Wi-Fi/Beacon solutions for delivering content - a huge win for mobile marketing."

About Mobiquity Technologies

Mobiquity is a technology company focusing on connecting Fans (consumers) and Brands through Online, Social and Mobile Platforms. Mobiquity Technologies is attempting to revolutionize location-based mobile marketing platforms through social registration, gamification and rewards by creating a Universal Location Based Mobile Marketing Ecosystem that maximizes "Fan Engagement" through a single platform of Bluetooth, Wi-Fi, Beacon, NFC, QR and a universal App.

For more information you can visit:

www.mobiquitytechnologies.com

www.acemarketing.net

www.mobiquitynetworks.com

SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995.

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 in levels of competition, possible loss of customers, and the company's ability to attract and retain key personnel.

For Media Inquiries

PenVine for Mobiquity Technologies

Jennifer Schenberg

917-445-4454

jennifer@penvine.com

For Investor Inquiries

Legend Securities, Inc.

John Columbia

718-233-2627

jcolumbia@legendsecuritiesinc.com