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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

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) January 30, 2017



**SOCIAL REALITY, INC.**

*(Exact name of registrant as specified in its charter)*

**Delaware**  
*(State or other jurisdiction of  
incorporation or organization)*

**001-37916**  
*(Commission File Number)*

**45-2925231**  
*(I.R.S. Employer  
Identification No.)*

**456 Seaton Street, Los Angeles, CA 90013**  
*(Address of principal executive offices)(Zip Code)*

Registrant's telephone number, including area code: **(323) 694-9800**

**not applicable**  
*(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 (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 2.02 Results of Operations and Financial Condition.**

On January 30, 2017 Social Reality, Inc. issued a press release providing preliminary selected financial information for the fourth quarter and year ended December 31, 2016, and providing guidance for 2017. A copy of this press release is furnished as Exhibit 99.1 to this report.

**Item 7.01 Regulation FD Disclosure.**

The information set forth in Item 2.02 of this Current Report is incorporated by reference in its entirety herein.

Pursuant to General Instruction B.2 of Form 8-K, the information in this Current Report, including the press release attached as Exhibit 99.1, is being furnished and shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise be subject to the liabilities of that section, nor is it incorporated by reference into any filing of Social Reality, Inc. under the Securities Act of 1933 or the Securities Exchange Act of 1934, whether made before or after the date hereof, regardless of any general incorporation language in such filing.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

[99.1](#) Press release dated January 30, 2017.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SOCIAL REALITY, INC.

Date: January 30, 2017

By: /s/ JP Hannan  
JP Hannan, Chief Financial Officer

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Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
<a href="#">99.1</a>	Press release dated January 30, 2017.