

Social Reality to Present at Noble Financial Capital Markets' 12th Annual Equity Conference

Social Reality, Inc. January 14, 2016 8:45 AM



LOS ANGELES, CA--(Marketwired - January 14, 2016) - Social Reality, Inc. ([SCRI](#)), an Internet advertising and platform technology company that provides tools to automate and maximize the digital advertising market, today announced that its Chief Executive Officer, Christopher Miglino will present at the NobleCon12 - Noble Financial Capital Markets' Twelfth Annual Investor Conference, being held on January 17-20 at the Club Med in Sandpiper Bay, Florida.

Event: Noble Financial Capital Markets' Twelfth Annual Investor Conference

Location: Club Med in Sandpiper Bay, Florida

Date: Monday, January 18, 2016

Time: 2:30 PM (ET)

Webcast: <http://noble.mediasite.com/mediasite/Play/e43da8714ae54e438b727cd3ffe4de7a1d>

Social Reality's Chief Executive Officer Christopher Miglino, will provide an overview of the business operations and recent updates and highlights on the Company. In addition to the presentations, Mr. Miglino will also be available for one-on-one meetings. To arrange a one-on-one meeting with management, please contact Robert Haag at scri@irthcommunications.com or 1-866-976-4784.

About Noble Financial Capital Markets

Noble Financial Capital Markets established in 1984, is an equity-research driven, full-service, investment & merchant banking boutique focused on the healthcare, media & entertainment, technology and natural resources sectors. The company has offices in Boca Raton, New York, Boston and Los Angeles. In addition to the annual multi-sector NobleCon, each year Noble hosts numerous "non-deal" corporate road shows and sector-specific conferences. Members: FINRA, SIPC, MSRB. www.noblefcm.com

About Social Reality

Social Reality, Inc. is an Internet advertising company that provides tools to automate the digital advertising market. The company has built technologies and leveraged partner technologies that service social media and the Real Time Bidding (RTB) markets. For more information, please visit www.socialreality.com.

Forward-Looking Statements

This press release may contain forward-looking statements. These forward-looking statements are based on current expectations and involve inherent risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict, including, without limitation: our ability to grow our revenues and manage our gross margins; our history of losses; our limited operating history; the terms of our financing agreement with Victory Park Management, LLC as agent for the lenders; the impact of our debt obligations on our liquidity and financial conditions; the impact of the earn out payments to Mr. Steel; our possible need for additional financing; risks associated with loss of access to the

Facebook platform; risks associated with loss of access to RTB inventory buyers; the continued appeal of digital advertising; our dependence on our publishers; risks related to possible future acquisitions; the limited market for our Class A common stock; and the impact of penny stock rules on the trading in our Class A common stock, among others, all as set forth in our Annual Report on Form 10-K for the year ended December 31, 2014 as filed with the Securities and Exchange Commission, and our other filings with the SEC. Except for our ongoing obligations to disclose material information under the Federal securities laws, Social Reality undertakes no obligation to release publicly any revisions to any forward-looking statements, to report events or to report the occurrence of unanticipated events. These forward-looking statements speak only as of the date of this report, and you should not rely on these statements.