

SRAX CEO to Speak at The Media Finance and Investor Program at NAB Show

Program produced in partnership with Noble Capital Markets, SRAX CEO Christopher Miglino, to speak on the session: How Programmatic is Coming to TV



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LOS ANGELES, April 24, 2017 /PRNewswire/ -- **SRAX** (NASDAQ: SRAX), an advertising technology company providing the tools to automate digital marketers and content owners' campaigns across digital channels, today announced Chairman and CEO Christopher Miglino, is scheduled to speak at the **NAB Show**, the world's largest convention encompassing The M.E.T. Effect, the convergence of media, entertainment and technology, tomorrow in Las Vegas.

SRAX's Miglino will be speaking tomorrow, April 25th at 11:30 a.m. on the session: How Programmatic is Coming to TV. The panel, which is part of the **Fourth Annual Media Finance and Investor Program (MFIP)**, an official event at the NAB Show, produced in partnership with **Noble Capital Markets**, will focus on programmatic advertising and how the television industry is currently taking advantage of the trend.

For further details, visit: http://nab17.mapyourshow.com/7_0/sessions/session-details.cfm?ScheduleID=753.

Management will also be available for one-on-one meetings at the NAB Show. To arrange a one-on-one meeting, please contact Kirsten Chapman or Moriah Shilton at SRAX@lhai.com or 415.433.3777.

ABOUT SRAX

SRAX (NASDAQ: SRAX) is an advertising technology company providing the tools to automate digital marketers and content owners' campaigns across digital channels. **SRAX's** tools amplify performance and maximize profits for brands in the healthcare, CPG, automotive, wellness and lifestyle verticals through an omnichannel approach that integrates all aspects of the marketing experience into one platform. The company's machine-learning technology identifies brands' core consumers and their characteristics discovering new and measurable opportunities to target, reach and monetize audiences driving online and offline sales lift. For more information on how SRAX delivers a digital competitive advantage to surpass today's marketing challenges, visit www.srax.com.

Safe Harbor Statement

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "anticipate," "plan," "will," "intend," "believe" or "expect" or variations of such words and similar expressions are intended to identify such forward-looking statements. 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 and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including, without limitation, statements made with respect to expectations of our ability to increase our revenues, satisfy our obligations as they become due, report profitable operations and other risks and uncertainties, all as set forth in our Annual Report on Form 10-K for the year ended December 31, 2016, as filed with the Securities and Exchange Commission. All forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, many of which are generally outside the control of Social Reality and are difficult to predict. Social Reality undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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