



Portfolios

Social Reality Appoints Rahul Thumati as Chief Financial Officer

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LOS ANGELES, April 28, 2016 /PRNewswire/ -- Social Reality, Inc. ([SCRI](#)), an Internet advertising and platform technology company that provides tools to automate the digital advertising market, today announced the appointment of Rahul Thumati as its Chief Financial Officer, responsible for overseeing its corporate finance, accounting, investor relations and capital and financing strategies. He joins the company from Liberman Broadcasting, the largest privately-held and minority-owned Spanish media company in the country with nearly \$140 million in annual revenues. There he served as Corporate Controller and VP of Finance from August 2014 until joining Social Reality in March 2016.



Social Reality's Chief Executive Officer Christopher Miglino said, "We are very excited to have Rahul join the team and to help provide our analyst community with more insight into the financial performance of the company. His expertise in corporate accounting and his business acumen will serve as an invaluable asset to our company."

Prior to working at Liberman Broadcasting, Mr. Thumati held a variety of executive finance positions including his post as

Corporate Controller of Evergreen Studios, an early stage film and television production company with vertically integrated, 3D-equipped studios in Los Angeles and Anchorage. Previous to that, he also served as Corporate Controller for Forward Industries, a designer, supplier, and distributor of accessories for handheld consumer electronic products. Mr. Thumati was employed by The Walt Disney Company, from November 2008 until September 2011, serving as Senior Manager- Corporate Accounting and Manager- Transaction Support from November 2008 until November 2009. Prior to that he was employed by Deloitte & Touche, in both its Phoenix, AZ and Los Angeles, CA offices, serving as Senior Consultant – Regulatory and Capital Markets Consulting. Mr. Thumati is a certified public accountant and received a B.S. in Business Administration from the University of Southern California and a Masters in Accountancy from the University of Arizona.

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 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 payment 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, 2015 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.

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