

Social Reality Strengthens Board of Directors with Appointment of Derek Ferguson

 finance.yahoo.com/news/social-reality-strengthens-board-directors-140000122.html

LOS ANGELES, Feb. 3, 2017 /PRNewswire/ -- Social Reality, Inc. ([SRAX](#)), an Internet advertising and platform technology company that provides tools to automate the digital advertising market, today announced the appointment of experienced alternative credit and private equity investor Mr. Derek J. Ferguson to its board of directors, effective January 19, 2017. Mr. Ferguson has also been appointed as a member of the company's Audit Committee.



Mr. Ferguson brings over 13 years of experience as a principal investor in private credit and equity investments together with corporate advisory experience serving middle-market companies across a wide variety of niche industries, including tech-enabled services, consumer, manufacturing and industrials, transportation and logistics, and business services. From February 2012 through July 2016, Mr. Ferguson was a principal with Victory Park Capital Advisors, LLC, an investment firm with a focus on alternative credit and equity solutions for small- and middle-market companies and, before that, was a vice president with Maxim Partners, an independent private equity firm. Mr. Ferguson began his career as an investment banking analyst at J.P. Morgan Securities and thereafter was an associate with Thoma Cressey Equity Partners and a senior associate with Wynnchurch Capital. Mr. Ferguson received a B.S. in finance from the University of Illinois at Urbana-Champaign and an M.B.A. from the Kellogg School of Management at Northwestern University.

"We welcome Derek to our board of directors," said Social Reality's Chief Executive Officer Christopher Miglino. "While at Victory Park Capital Advisors, he was primarily responsible for managing our relationship, and so we are excited to add another independent board member who knows our company well and can also add significant value given his broad knowledge of middle-market investing. We look forward to working even more closely with him to drive our business forward."

"Today's ecosystem of advertising and marketing participants, including brands, agencies and publishers, has an ever-increasing reliance on insightful analytics and technological innovation to link digital and social media and maximize consumer engagement throughout the value-chain. Social Reality continues to innovate and provide its customers with an expanded set of tools to successfully target, reach and monetize their audiences," said Mr. Ferguson. "I am honored and excited to serve on Social Reality's board of directors."

About Social Reality

Social Reality, Inc. is an Internet advertising company that provides tools to automate the digital advertising market. The company's Social Reality Ad Exchange (SRAX) is a real-time bidding (RTB) management platform for brands and publishers that allows brands to launch, distribute, track and optimize social and digital media and consumer engagement campaigns. SRAXmd is a health care-focused programmatic RTB exchange that allows pharma brands and publishers of medical content to create custom exchanges that invite specific advertisers to bid on inventory on their sites. The SRAX Social tool is a social media platform and complete management tool that allows

brands to launch, distribute, track and optimize social and digital media and consumer engagement campaigns. SRAX APP is a recently launched platform that allows publishers and content owners to launch native mobile applications through our SRAX platform. For more information, please visit www.socialreality.com.

Forward-Looking Statements

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 grow our revenues, increase our margins, and 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, 2015, our most recent Form 10-Q and our subsequent filings 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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