

## Social Reality Deploys Google's DoubleClick Ad Exchange



SANTA MONICA, Calif., April 10, 2013 /PRNewswire/ — Social Reality, Inc. (SCRI) announced today that it has implemented Google's DoubleClick Ad Exchange on the Social Reality Ad Exchange (SRAX). The SRAX platform allows Social Reality to manage and monetize their network partner's inventory by connecting to a number of robust Real Time Bidding (RTB) platforms. Social Reality partners with publishers to help them monetize their inventory, through both direct sales and through helping them increase the yield of remnant inventory. RTB is key to maximizing the return on this inventory and is expected to represent over \$16.5 billion by the end of 2016. A number of internet research companies project the average CPM to almost double by 2017, and the company's management believes that Social Reality's SRAX system creates an exceptional opportunity for Social Reality to take an early advantage of this increasing market. "We are excited to have a platform.