

## **Prior GM of Groupon JV with Tencent in China Joins the Board of Directors of Social Reality**



SANTA MONICA, Calif., Aug. 22, 2013 /PRNewswire/ — Social Reality Inc. (OTCBB: SCRI), a technology advertising company that develops platforms for social and digital advertising, today announced that Malcolm CasSelle has joined its board of directors. Mr. CasSelle is a dynamic entrepreneur who has served as CEO of a number of fast growing technology companies. Most recently Mr. CasSelle was the CEO of Mediapass, a company that provides paywall technologies to enterprise content publishers. Prior to Mediapass he was the CEO of Xfire, an online gaming social platform with 22mm registered users. Mr. CasSelle also launched and built Groupon operations as part of its joint venture in China with Tencent where his responsibilities on the executive team included sales, marketing, operations and the P&L. “Social Reality has a strong offering to brand advertisers who wish to target the growing audience of customers who spend their time on social media. I look forward to bringing my expertise to the company as they enter their next stage of growth,” said Mr. CasSelle. -