

Social Reality, Inc. Reports Record Revenue in Third Quarter



Gross Sales Rise 251%; Company Completes \$2.7M Financing

LOS ANGELES, CA—(Marketwired – Nov 14, 2013) – Social Reality, Inc. (OTCBB: SCRI), an internet advertising and platform technology company that provides tools to automate the digital advertising market, today announced its third quarter 2013 financial results. Revenues were \$853,000, a 251% year-over-year increase from the third quarter of 2012 and a 72% increase sequentially over its second quarter of 2013. Social Reality is providing revenue guidance for the fourth quarter of 2013 in the range of \$1.8 to \$2.1 million. In addition, Social Reality is providing 2014 revenue guidance based on its current monthly sales, in the range of \$10 million to \$12 million.

“Social Reality’s technology platforms are growing rapidly while providing for consistent recurring revenue. In support of our expected growth, we raised \$2.7 million in the 4th quarter of 2013. We will accelerate our sales and marketing efforts with the capital that we have raised, which should increase our market share in 2014. During 2014, we plan to build further value for our stockholders by continuing our current growth trajectory and pursuing strategic transactions,” said Christopher Miglino, Social Reality’s Chairman and CEO.

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