

The Digital Marketing and Media Relations Team of Social Spotlight Media Joins Social Reality

LOS ANGELES, September 9, 2014 — [Social Reality, Inc.](#) (OTCBB: SCRI), an Internet advertising and platform technology company that provides tools to automate digital advertising and marketing, announced today that Los Angeles-based digital marketing and media relations agency Social Spotlight Media has joined the company.



Since its start in 2012, Social Spotlight Media has specialized in digital marketing and media relations – which includes everything from social media marketing, email marketing, website design and development as well as influencer marketing. The team’s experience and practices seamlessly compliment Social Reality’s services.

The entire agency and its clients will be integrated into Social Reality and will rename itself to SRAX Digital Impact. The team will assist Social Reality and the SRAX platform in providing expertise that will help develop the technologies to bring Social and PR services to the SRAX platform.

“This is an exciting time for us as we welcome Laura and the members of the former Social Spotlight Media team. Building the new SRAX Digital Impact team means that we will have greater insight into automating the social and media services channels. This will allow us to offer our clients a unique and all-encompassing marketing service,” says Christopher Miglino, CEO and Co-Founder of Social Reality.

“The importance of digital and social marketing shows no signs of slowing down and, for many businesses, it is a challenging landscape to navigate – from how best to position themselves to how to effectively engage and connect with their target audiences. Our joining Social Reality means that we can deliver tailored plans and initiatives to help our clients stay ahead of their competitors. Our expertise and knowledge of the digital marketing ecosystem coupled with Social Reality’s innovative technologies and capabilities make us a powerful and pioneering organization,” says Social Spotlight Media Founder and President Laura Knapp.

About Social Spotlight Media

Social Spotlight Media, founded by Laura Knapp in 2012, is a digital marketing and media relations agency with a focus on lifestyle consumer brands.

Before launching the Los Angeles-based agency, Laura spent nearly a decade at global public relations and marketing agency Fleishman-Hillard in both New York and Los Angeles as part of digital marketing and online influencer teams.

Combining her big agency experience and her passion for working with lifestyle brands, Laura and the entire Social Spotlight Media team have been responsible for the strategy and execution of digital and social media campaigns utilizing a strategic cross-channel approach.

Together they have well over a decade of experience working with brands big and small, including Tommy Hilfiger, Reebok, De Beers, AT&T, Robert Graham, Sara Haley Fitness, Charming Charlie, iRobot, Urology of Indiana, Ruze Shoes and many more.

Aside from their professional work, the team participates and belongs to the Social Media Advisory Council for the Fashion Institute of Design & Merchandising, the Board of Directors for Social Media Club Los Angeles and Step Up Women's Network.

About Social Reality

Social Reality (SCRI) is an Internet advertising company that provides tools that 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.

Forward-Looking Statements

This press release contains forward-looking statements that are based upon current expectations and involved certain risks. 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, our ability to sustain our revenue growth, our ability to report profitable operations, risks associated loss of access to RTB inventory buyers and the new and untested technologies we are deploying, changes in our business, changes to economic growth in the U.S. economy; and government policies and regulations, including, but not limited to those affecting the Internet, all as set forth in our Annual Report on Form 10-K for the year ended December 31, 2013. 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 of the control of Social

Reality and are difficult to predict. Social Reality assumes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.