

## Social Reality, Inc. Listed Among the Top 10 in Industry Rankings on Pixelate's Global Seller Trust Index™

**SOURCE:** Social Reality, Inc.



LOS ANGELES, CA--(Marketwired - June 01, 2015) - Social Reality, Inc. (OTCQB: [SCRI](#)), a leader in automated digital platform technology and social management software for Internet advertising, announced today that they ranked among the top 10 in three categories within Pixelate's Global Seller Trust Index -- automotive, food and health & fitness.

Social Reality, Inc. has topped Pixelate's Global Seller Trust Index™, the rating standard for programmatic advertising. As of May 2015, Pixelate added two new enhancements, Malware Risk Exposure™ score and Internet Advertising Bureau (IAB) Verticals. These additions allow media buyers to objectively measure inventory quality and security risk of sellers.

Social Reality received an "A" rating for Malware, which translates into the company having a high-quality clean inventory.

"Trust in advertising cannot be restored without first addressing the cybersecurity risks it poses to enterprises and consumers," said Jalal Nasir, CEO of Pixelate. "Buyers that purchase seemingly legitimate inventory are unaware that some of the inventory has been compromised and ultimately leads to a negative impact on consumer trust and brand integrity."

"Along with quality, we've built out our technology to enable both direct demand and supply integrations into our SRAX platform," said Kris Nelson, COO and head of SRAX Demand and Supply. "I view these rankings not as a final outcome, but as an incentive to drive future performance initiatives creating an optimal marketplace. Quality will always be front and center for Social Reality and we appreciate the recognition from Pixelate for our efforts in this area."

A noteworthy breakthrough of this version of the Pixelate GSTI is the ability to break sellers down by IAB verticals, which enables brands and media buyers to make better optimization decisions at the campaign-level. "Social Reality is excited and honored to be included in the top ten in three categories," said Kris Nelson.

### **ABOUT SOCIAL REALITY**

Founded in 2010, Los Angeles-based Social Reality, Inc. 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. For more information, please visit

[www.socialreality.com](http://www.socialreality.com) [www.srax.com](http://www.srax.com) [www.sraxmd.com](http://www.sraxmd.com) [www.sraxdi.com](http://www.sraxdi.com) [www.groupad.com](http://www.groupad.com) [www.steelmediainc.com](http://www.steelmediainc.com)

### **ABOUT THE PIXELATE GLOBAL SELLER TRUST INDEX**

Pixalate Global Seller Trust Index is the rating standard for programmatic advertising. It delivers data-driven measure of quality and security integrity of programmatic sellers. Pixalate continuously analyzes, rates and monitors sellers quality, performance and security posture using billions of real time transactions, corresponding web pages quality and external web quality data. The April GSTI is available as part of the Pixalate Media Rating Terminal. More info at [www.pixalate.com/sellertrustindex](http://www.pixalate.com/sellertrustindex)

### **Forward-Looking Statements**

This press release contains forward-looking statements that are based upon current expectations and involve 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 grow our revenues and manage our gross margins; our history of losses; our limited operating history; the terms of our financing agreement with Victory Park Management, LLC as agent for the lenders; the impact of our debt obligations on our liquidity and financial conditions; the impact of the earn out payments to Mr. Steel; our possible need for additional financing; risks associated with loss of access to the Facebook platform; risks associated with our recent participation on the Google ADX Platform; risks associated with loss of access to RTB inventory buyers; the continued appeal of digital advertising; our dependence on our publishers; risks related to possible future acquisitions; the limited market for our Class A common stock; and the impact of penny stock rules on the trading in our Class A common stock, among others, all as set forth in our Annual Report on Form 10-K for the year ended December 31, 2014 as filed with the Securities and Exchange Commission. Except for our ongoing obligations to disclose material information under the Federal securities laws, Social Reality undertakes no obligation to release publicly any revisions to any forward-looking statements, to report events or to report the occurrence of unanticipated events. These forward-looking statements speak only as of the date of this report, and you should not rely on these statements without also considering the risks and uncertainties associated with these statements and our business.

Image Available:

[http://www.marketwire.com/library/MwGo/2015/5/26/11G042763/Images/SocialReality\\_600x600\\_categories\\_copy-647883685700.jpg](http://www.marketwire.com/library/MwGo/2015/5/26/11G042763/Images/SocialReality_600x600_categories_copy-647883685700.jpg)

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