

**FORM OF
LETTER TO STOCKHOLDERS AND HOLDERS OF COMMON STOCK EQUIVALENTS AND
SPECIAL WARRANTS THAT
ARE RECORD HOLDERS OF
SOCIAL REALITY, INC.**

Dividend Right to Receive a Special Dividend, When and if Declared, to be Issued by Social Reality Consisting of Such Number and Designation of BIG Token, Inc. Securities as Determined by the Management of Social Reality, Inc.

[•], 2018
Dear Holder:

This letter is being distributed by Social Reality, Inc. (the "Company") to: (1) (a) the holders of record of its Class A common stock, par value \$0.001 per share (the "Common Stock"), and (b) the holders of the Company's 12.5% Senior Secured Convertible Debentures issued in our April and October 2017 private placement on an as converted to Common Stock basis, (c) the holders of the Company's Common Stock purchase warrants issued to investors in the Company's January 2017 registered offering, and (d) the holders of the Company's Common Stock purchase warrants issued in the Company's April and October 2017 private placements (collectively (1)(b) through (1)(d) are referred to herein as the "Common Stock Equivalents"); and (2) (a) the holders of outstanding Common Stock purchase warrants issued to investors and placement agents in the Company's September through December 2016 private placement, if and when such holders exercise these warrants, (b) the holders of outstanding Common Stock purchase warrants issued to our placement agents in the Company's January 2017 registered offering, if and when such holders exercise these warrants, (c) the holders of outstanding Common Stock purchase warrants issued to consultants in November 2016 if and when such holders exercise these warrants, and (d) the holders of outstanding Common Stock purchase warrants issued in our April and October 2017 private placements, if and when such holders exercise these warrants (collectively, (2)(a) through (2)(d) are referred to herein as the "Special Warrants"). The calculation for Common Stock Equivalents and Special Warrants will be made on an as-converted/exercised basis as of 5:00 p.m., New York City time, on September 17, 2018 (the "Recordholders"), in connection with the distribution of a non-transferable dividend rights to receive a special dividend, when and if declared (the "Dividend Rights") consisting of securities in such number and designation of BIG Token, Inc. ("Special Dividend") as determined by the management of the Company and as described in a prospectus to be filed with the United States Securities and Exchange Commission ("Prospectus") prior to the issuance of the Special Dividend.

The Dividend Rights may be exercised at any time during the period which commences upon the declaration and announcement of a Special Dividend through the expiration date which will be established when the Special Dividend is declared ("Election Expiration").

As described in the Prospectus, holders will receive the Dividend Right for every share of Common Stock, shares of Common Stock underlying Common Stock Equivalents and shares of Common Stock underlying Special Warrants, owned or deemed owned on the record date, evidenced by the Dividend Rights certificates. Each Dividend Right entitles the holder to receive the Special Dividend.

Enclosed herein you will find:

1. Your Dividend Right Certificate; and
2. Form of Instructions as to use of Social Reality Dividend Rights Certificates. ("Instructions").

To exercise your Dividend Right, if and when a Special Dividend is declared, follow the procedures detailed in the Instructions. The subscription agent must receive the properly completed and duly executed election materials prior to the Election Expiration date.

You cannot revoke your election to receive a Special Dividend once made. Elections not received on or prior to 5:00 p.m., Eastern Time, on the Election Expiration date will expire.

FOR INSTRUCTIONS ON THE USE OF THIS DIVIDEND RIGHTS CERTIFICATE OR HOW TO ELECT TO RECEIVE THE SPECIAL DIVIDEND, YOU SHOULD CONTACT TRANSFER ONLINE, INC., THE INFORMATION AGENT, AT (503) 227-2950.