

Client: **SOCIAL REALITY, INC.**

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Submission Data File *IMPORTANT PLEASE REVIEW - By authorizing this filing to be submitted to the SEC, you are confirming that all below and the filing content has been reviewed and correct.*****

General Information	
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Contact Name	EDGAR FILING LLC
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Items*	7.01 Regulation FD Disclosure 9.01 Financial Statements and Exhibits
SROS*	NASD
Depositor CIK	
Depositor 33 File Number	
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ABS Asset Class Type	
ABS Sub Asset Class Type	
Sponsor CIK	
Emerging Growth Company	Yes
Elected not to use extended transition period	No
(End General Information)	

Document Information	
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Document Description 3	Graphic
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Notifications	
Notify via Website only	No
E-mail 1	Chris@srax.com
E-mail 2	brian@pslawgroup.net
E-mail 3	jp.hannan@srax.com
E-mail 4	ella@pslawgroup.net
(End Notifications)	

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 8-K
CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) October 17, 2017



SOCIAL REALITY, INC.

(Exact name of registrant as specified in its charter)

Delaware
*(State or other jurisdiction of
incorporation or organization)*

001-37916
(Commission File Number)

45-2925231
*(I.R.S. Employer
Identification No.)*

456 Seaton Street, Los Angeles, CA 90013
(Address of principal executive offices)(Zip Code)

Registrant's telephone number, including area code: **(323) 694-9800**

not applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by checkmark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure.

On October 17, 2017, Social Reality, Inc. issued a press release announcing it has engaged financial advisors to explore strategic alternatives for the company's SRAXmd business. Furnished as Exhibit 99.1 is the press release.

The press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "anticipate," "plan," "will," "intend," "believe" or "expect" or variations of such words and similar expressions are intended to identify such forward-looking statements. 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, statements made with respect to any possible transactions involving SRAXmd, the structure of those transactions, our ability to proceed with any related project, the impact on our company, our ability to increase our revenues from our existing lines of business, satisfy our obligations as they become due, report profitable operations and other risks and uncertainties, all as set forth in our Annual Report on Form 10-K for the year ended December 31, 2016, as filed with the Securities and Exchange Commission, and our subsequent filings with the SEC. 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 the control of Social Reality, Inc. and are difficult to predict. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

Pursuant to General Instruction B.2 of Form 8-K, the information appearing in this Form 8-K, including Exhibit 99.1, is being furnished and shall not be deemed filed for the purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise be subject to the liabilities of that section, nor is it incorporated by reference into any filing of Social Reality, Inc. under the Securities Act of 1933 or the Securities Exchange Act of 1934, whether made before or after the date hereof, regardless of any general incorporation language in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

[99.1](#) Social Reality, Inc. press release dated October 17, 2017.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SOCIAL REALITY, INC.

Date: October 17, 2017

By: /s/ Christopher Miglino
Christopher Miglino, Chief Executive Officer

EXHIBIT 99.1



Social Reality, Inc. to Pursue Strategic Alternatives for SRAXmd Healthcare Business

LOS ANGELES, October 17, 2017 – Social Reality, Inc. (NASDAQ: SRAX) an advertising technology company providing the tools to automate digital marketers and content owners' campaigns across digital channels, announced management has engaged financial advisors to explore strategic alternatives for the SRAXmd business to maximize shareholder value. The range of alternatives that may be considered could include spinning off the business into its own public company, strategic acquisitions or a variety of other possible transactions.

SRAXmd works with healthcare and pharmaceutical companies and their agencies to engage healthcare professionals, patients and caregivers through digital and mobile advertising. SRAXmd has a patent-pending platform that allows for an event-triggered response for targeting to HCP facilities, to capture the attention of providers before they decide on a treatment course for patients.

"The ability to positively impact patient outcomes through real-time mobile targeting to professionals is the future of Non-Personal Promotion," said Social Reality Co-Founder and Chief Innovations Officer Erin DeRuggiero. "We have delivered 100% year-over-year revenue growth for SRAXmd since the rollout of MD products in 2014. Non-Personal Promotion continues to evolve at a more rapid rate than traditional methodologies. As a company, we need to explore all corporate options available to us to help ensure we can capture what we expect will be a continuing surge in demand for our SRAXmd technologies, based largely upon the restrictions imposed upon pharma sales reps from calling on healthcare professionals at institutions and facilities."

Chardan Capital Markets, LLC and Noble Financial Capital Markets are serving as financial advisors in connection with these matters.

The company does not intend to disclose additional details unless and until it selects a course of action, and specifically disclaims any obligation to provide further updates to the market, except as specifically required by any applicable securities law or regulation. The company cannot predict whether or when any initiatives involving SRAXmd will occur, and there can be no assurance that any will be consummated.

About SRAXmd

SRAXmd engages healthcare professionals and patients with banner and video ad targeting through eight core products: DOCTRAX™, DOCTRAX MATCH™, DOME™, MOSEE, ROOMrx, SOCIALrx, CAUSErx and Coupon Intenders. Working directly with pharmaceutical companies and their media buying and planning agencies, the business is focused on deploying ads in real time with the use of triggering event data; de-identified and HIPAA-compliant distribution or claims data that allows for the right message to the right target at the right time.

About Social Reality

Social Reality, Inc. (NASDAQ: SRAX) is an advertising technology company providing the tools to automate digital marketers and content owners' campaigns across digital channels. SRAX's tools amplify performance and maximize profits for brands in the healthcare, CPG, automotive, wellness and lifestyle verticals through an omnichannel approach that integrates all aspects of the marketing experience into one platform. The company's machine-learning technology identifies brands' core consumers and their characteristics discovering new and measurable opportunities to target, reach and monetize audiences driving online and offline sales lift. For more information on how SRAX delivers a digital competitive advantage to surpass today's marketing challenges, visit www.srax.com.

Safe Harbor Statement

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "anticipate," "plan," "will," "intend," "believe" or "expect" or variations of such words and similar expressions are intended to identify such forward-looking statements. 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, statements made with respect to expectations of our ability to increase our revenues, satisfy our obligations as they become due, report profitable operations and other risks and uncertainties, all as set forth in our Annual Report on Form 10-K for the year ended December 31, 2016, as filed with the Securities and Exchange Commission. 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 the control of Social Reality and are difficult to predict. Social Reality undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

Contact Information:

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