

Social Reality Deploys Google's DoubleClick Ad Exchange

prnewswire.com/news-releases/social-reality-deploys-googles-doubleclick-ad-exchange-202294491.html

June 12, 2018



SANTA MONICA, Calif., April 10, 2013 /PRNewswire/ -- Social Reality, Inc. (OTCBB: SCRI) announced today that it has implemented Google's DoubleClick Ad Exchange on the Social Reality Ad Exchange (SRAX). The SRAX platform allows Social Reality to manage and monetize their network partner's inventory by connecting to a number of robust Real Time Bidding (RTB) platforms.

(Logo: <http://photos.prnewswire.com/prnh/20130410/LA91827LOGO>)

Social Reality partners with publishers to help them monetize their inventory, through both direct sales and through helping them increase the yield of remnant inventory. RTB is key to maximizing the return on this inventory and is expected to represent over \$16.5 billion by the end of 2016. A number of internet research companies project the average CPM to almost double by 2017, and the company's management believes that Social Reality's SRAX system creates an exceptional opportunity for Social Reality to take an early advantage of this increasing market.

"We are excited to have a platform that allows us to more effectively manage and monetize our network partner's inventory. We believe that Real Time Bidding is the future of publisher monetization and Google is helping us deploy the tools we need to leverage this technology," said Christopher Miglino, CEO and Co-Founder of Social Reality.

About Social Reality, Inc.

Social Reality, Inc. (OTCBB: SCRI) provides digital marketing services to some of the world's largest brands and publishers. Through a unique combination of traditional digital advertising services and cutting edge social marketing tools Social Reality helps both brands and publishers in maximizing their return. For more information on becoming a SRAX partner please contact Kristoffer Nelson at 310-779-8587 or email us at Publishers@socialreality.com

Forward Looking Statements

This press release contains forward-looking statements. All statements other than statements of historical facts included in this press release are forward-looking statements. These statements relate to future events or to our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. Investors

unknown, uncertainties and other factors which are, in some cases, beyond our control which could, and likely will, materially affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects our current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to operations, results of operations, growth strategy and liquidity. Such risks, uncertainties and other factors, which could impact us and the forward-looking statements contained herein, are included in our filings with the Securities and Exchange Commission. We assume no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future. Additional key risks are contained in our filings with the Securities and Exchange Commission, including our Annual Report for the year ended December 31, 2012.

Contact:

Social Reality, Inc.

Chris Miglino

Chief Executive Officer

323-601-1145

SOURCE Social Reality, Inc.