


Prior GM of Groupon JV with Tencent in China Joins the Board of Directors of Social Reality

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SANTA MONICA, Calif., Aug. 22, 2013 /PRNewswire/ -- Social Reality Inc. (OTCBB: SCRI), a technology advertising company that develops platforms for social and digital advertising, today announced that Malcolm CasSelle has joined its board of directors.

Mr. CasSelle is a dynamic entrepreneur who has served as CEO of a number of fast growing technology companies. Most recently Mr. CasSelle was the CEO of Mediapass, a company that provides paywall technologies to enterprise content publishers. Prior to Mediapass he was the CEO of Xfire, an online gaming social platform with 22mm registered users. Mr. CasSelle also launched and built Groupon operations as part of its joint venture in China with Tencent where his responsibilities on the executive team included sales, marketing, operations and the P&L.

"Social Reality has a strong offering to brand advertisers who wish to target the growing audience of customers who spend their time on social media. I look forward to bringing my expertise to the company as they enter their next stage of growth," said Mr. CasSelle.

"There are not many entrepreneurs who have had the chance to scale companies from small teams to thousands of people, and Malcolm has done that. We are looking forward to leveraging his expertise with fast growing technology companies as we continue to grow our business," said Christopher Miglino, CEO and Co-Founder of Social Reality.

Mr. CasSelle received his BS in Computer Science from the Massachusetts Institute of Technology and his Masters in Computer Science from Stanford.

About Social Reality Inc.

Social Reality Inc. (SCRI) is an advertising technology company focused on creating platforms that maximize efficiencies for both advertisers and publishers of digital media. The company's GroupAd platform allows brands to launch social loyalty programs on social networks, on their websites and on mobile, that helps them identify and reward consumers for their social influence. Social Reality's SRAX sell side Real Time Bidding (RTB) platform allows for publishers to maximize the revenue for their inventory. Social Reality works with some of the world's largest brands and continues to innovate the digital media space.

For more information please contact: <http://www.socialreality.com>

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