



SRAX Launches Boosted Facebook Post Tool in SRAX Social

LOS ANGELES – June 28, 2017 – [SRAX, Inc.](#) (NASDAQ: SRAX) today announced the launch of a new SRAX Social tool for digital marketers and content owners to create posts and promote them beyond their Facebook Page communities. The tool is the first of many planned monetization opportunities to be developed and integrated into the SRAX Social platform.

“Organic reach for brand content on Facebook has rapidly declined leading to strong demand to boost content on the social network and beyond,” said SRAX’s CEO and Chairman Chris Miglino. “The ability to boost posts directly from SRAX Social provides digital marketers and content owners a new tool to take advantage of the paid media opportunities on Facebook, while managing social media efforts, most importantly, data across social channels and campaigns, through one platform.”

According to industry reporting, last year organic reach on Facebook (NASDAQ: FB) for businesses fell more than 50 percent – 10 percentage points more than the decline reported in 2015.

By tapping into the Facebook API, SRAX Social provides digital marketers and content owners a streamlined, but powerful approach to creating and promoting posts easily beyond their Facebook pages. Boosting Facebook posts through SRAX Social can be targeted to specific audiences by age, location and interest, among other data points.

Through SRAX Social, data is aggregated across brands’ social media efforts, now, including boosted Facebook posts, delivering the ability to better manage, optimize and measure campaigns across social platforms.

The new tool is part of SRAX’s social media management platform, SRAX Social, which leverages programmatic technology and big data to share, schedule and automate social media content. To learn more about SRAX Social, visit: <http://sraxsocial.com>.

ABOUT SRAX

[SRAX](#) (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.

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