



SRAX to Host Second Quarter 2017 Financial Results Conference Call on Tuesday, August 15, 2017

LOS ANGELES, August 4, 2017 – SRAX, (NASDAQ: SRAX) an advertising technology company providing the tools to automate digital marketers and content owners' campaigns across digital channels, is scheduled to host a conference call to discuss its second quarter 2017 results at 1:30 pm PT on August 15th, 2017.

SRAX's co-founder and CEO Christopher Miglino and CFO J.P. Hannan will provide an operational and financial summary of second quarter of 2017. COO Kristoffer Nelson will discuss SRAX Reach and provide a supplemental presentation, which will be posted at the Events and Presentation section of the [Investor Relations](#) section of the website.

To access the conference call, please dial (888) 364-3108, if calling from the United States, or Canada or (719) 457-2656 if calling internationally, and use passcode 2967856. A replay of the call will be available until August 22, 2017, which can be accessed by dialing (844) 512-2921, if calling from the United States or Canada, or (412) 317-6671, if calling internationally. Please use the passcode 2967856 to access the replay.

The call will also be accompanied live by webcast over the internet and accessible at the company's website at www.srax.com. The webcast will be available on the website for at least 90 days.

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.

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