



## SRAX Appoints Colleen DiClaudio to Board of Directors

**LOS ANGELES, September 18, 2017** – SRAX, (NASDAQ: SRAX) an advertising technology company providing the tools to automate digital marketers and content owners' campaigns across digital channels, named Colleen DiClaudio, 39, president of 340B Technologies, to its board of directors. With DiClaudio's appointment, SRAX has nine board members.

"We are very pleased to have Colleen join our board," said SRAX CEO Christopher Miglino. "We believe Colleen's experience in the healthcare space as an entrepreneur and an industry disruptor will be invaluable to SRAX and to our customers. We look forward to her contributions."

DiClaudio added, "I have experienced the efficiencies technology can bring to healthcare, and I have witnessed the power of SRAXmd. In 2017, management has been focused on driving high-margin revenue and leveraging SRAX technology. I am excited to join the leadership team as the company enters its next phase."

### **About Colleen DiClaudio**

DiClaudio co-founded 340B Technologies, a healthcare technology company, in August 2014. From June 2009 through August 2014 she served as vice president of business development of Complete Care Health Network, located in New Jersey. DiClaudio began her career in development and advocacy for ChesPenn Health Services.

DiClaudio received a Master's Degree of Public Health from the- University of Medicine and Dentistry of New Jersey and a Bachelor's Degree in Public Health from Stockton University.

### **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](http://www.srax.com).

**Contact Information:**

Kirsten Chapman, [LHA Investor Relations](#), +1 415 433 3777, [srax@lhai.com](mailto:srax@lhai.com)