



## SRAX Appoints Advertising Veteran Matt Weiss as Independent Director

**LOS ANGELES, October 3, 2017** – Social Reality, Inc., (NASDAQ: SRAX) an advertising technology company providing the tools to automate digital marketers and content owners' campaigns across digital channels, named Matt Weiss to its board of directors. Matt Weiss has decades of experience working with some of the largest advertising agencies, including Chief Revenue Officer of Havas Worldwide and Chief Growth Officer of McCann Worldgroup.

“Matt is an advertising expert that speaks the same language as our clients,” said SRAX CEO Christopher Miglino. “As a global CMO, CRO, chief of staff and managing partner at various agencies, he has managed global interdisciplinary teams for some of the biggest brands in the world across a variety of business verticals. We look forward to Matt’s contributions as we continue to expand our digital advertising offerings and introduce our cryptocurrency solutions.”

Weiss added, “In my career, I have harnessed the power of human insights, creativity, integrated strategy and value based marketing to ignite brand growth, motivate teams and drive culture. Today, SRAX is broadening its reach with SRAXauto, SRAXfan, Big Token and more. I am excited to join the board and offer my expertise in user experience design, end-to-end marketing services and more. I look forward to contributing to SRAX’s long-term growth.

Matt Weiss joins as an independent member. Erin DeRuggerio will step down from the board, and the board count will remain at nine members.

### **About Matt Weiss**

Weiss recently joined Huge, Inc. as a managing director. Prior, he was at Havas for over five years serving as Global Chief Marketing Officer & Global Chief Revenue Officer, Havas Worldwide and Managing Partner, Havas New York. Weiss also served as Chief of Staff at KBS+ for three years. He began his career at McCann Worldgroup where he led MasterCard International and Coca Cola North America accounts and rose to be EVP, Chief Growth Officer.

Weiss earned a BS in Marketing and Advertising from Syracuse University. He also received Cannes Jury Member - 2015 Creative Effectiveness Lion.

### **About SRAX**

Social Reality, Inc. (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).

### **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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