



## **SRAX Announces Alpha Release of Blockchain Technology BIG Platform**

Limited, by invitation only Alpha users to be the original participants in building the first consumer-powered data marketplace where people will own, verify and sell access to their data

LOS ANGELES, March 12, 2018 – [Social Reality, Inc.](#)'s (NASDAQ: SRAX) blockchain identification graph platform, [BIG](#), today announced the release of the Alpha version of its consumer data management and distribution system to a limited, by invitation only group of users.

Today's announcement represents the first direct engagement for BIG with users and the next step in creating the first consumer-powered data marketplace where people will own, verify and sell access to their data.

"The release of BIG in Alpha is an exciting step in our efforts to build a consumer application and secure data management system with a rewards component," said Christopher Miglino, CEO and Chairman of SRAX. "BIG will benefit everyone in the Internet ecosystem and deliver an advantage to our advertising clients, while improving the online experience for consumers."

"After months of hard work and diligence, our vision for BIG, as the first consumer-powered data marketplace, is coming to fruition," said Kristoffer Nelson, COO of SRAX. "The BIG platform solves challenges for both consumers and businesses. Most importantly, the ability for consumers to verify their existing data and create new data through interactive surveys in the Alpha version, represents a significant milestone in enabling consumers to own and manage their data."

### **About SRAX**

SRAX (NASDAQ: SRAX) is a digital marketing and consumer data management and distribution technology platform company. SRAX's technology delivers the tools to unlock data to reveal brands and content owners' core consumers and their characteristics across marketing channels. Through its blockchain identification graph technology platform, BIG ([www.bigtoken.com](http://www.bigtoken.com)), SRAX is also developing a consumer-powered data marketplace where people will own and sell access to their data thereby providing everyone in the Internet ecosystem transparency, choice and compensation. SRAX's technology and tools deliver a digital competitive advantage for brands in the healthcare, CPG, automotive, sports and lifestyle verticals by integrating all aspects of the advertising experience, including verified consumer participation, into one platform. For more information on SRAX, visit [www.srax.com](http://www.srax.com).

### **About BIG Platform and BIGtoken**

BIG Platform, built on the blockchain by SRAX, is a consumer data management and distribution system. Currently under development, SRAX's blockchain identification graph platform, BIG, is expected to be the first consumer-powered data marketplace where people will own, verify and sell access to their data. Through a secure blockchain platform, token reward and open source governance structure, BIG

will provide users with transparency, choice and compensation to manage and access verified data. As envisioned, participating consumers will be rewarded with digital tokens, BIGtoken. Developers will be able to build online experiences on top of the BIG Platform. The system also provides advertisers and media companies access to transparent, verified consumer data to better reach and serve audiences. SRAX's BIG Platform will improve the online experience for all interested parties.

### **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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