

Bitcoin for Beta Testers of SRAX's Blockchain Technology BIG Platform

Sign up now to secure opportunity to win when BIG opens in Beta next month; top three most active BIG Platform testers will be rewarded with Bitcoin

LOS ANGELES – Aug. 8, 2018 – [Social Reality, Inc.'s](#) (NASDAQ: [SRAX](#)) blockchain identification graph platform, [BIG](#), enters the Beta testing phase next month, and Beta testers will have the unique opportunity to earn Bitcoin for participating.

The most active Beta tester will be rewarded with five Bitcoins. The second most active Beta tester will receive two Bitcoins and the third will be rewarded with one Bitcoin.

“Securing strong Beta testers is critical to developing BIG,” said Kristoffer Nelson, COO of SRAX. “At this time, we believe a unique, relevant and engaging way to demonstrate and validate the BIG Platform is to reward our testers with Bitcoin during the Beta phase. We believe in the growing value of individuals’ data, and our goal is to empower consumers to be rewarded for what they share.”

The number of Beta testers of BIG, the first consumer-powered data marketplace where people will own, verify and sell access to their data, that are eligible to compete for prizes will be capped at 10,000 users. Testers will be accepted in groups during a month-and-a-half period through a public waitlist. Whether let in first or last, each user will have adequate time to interact with BIG and complete actions. The more actions a user completes with BIG, the more points he or she earns. Actions include registering for a free account with BIG, connecting your social accounts, answering surveys, checking into locations, and more.

Beta testing of BIG will also offer a series of team challenges, where all members of a team must complete various actions within a specific time frame. While users are assessed individually, they can earn more points through the team activities. The three users with the most points will be announced and crowned winners at the end of Beta, which is tentatively scheduled for December 31, 2018. The firm end date will be announced by Social Reality at a later date.

“BIG will benefit everyone in the Internet ecosystem, while improving the online experience, and it starts next month with Beta testers,” added Nelson. “Opening BIG in Beta is a huge step toward our goal of building the first data platform that places consumers at the center of the transaction with complete awareness and control. We are on a mission to empower consumers to realize the value of their data and the Beta contest with the Bitcoin reward kicks things off in a big way.”

Anyone interested in becoming a Beta tester can sign up at www.bigtoken.com/signup. Official rules of the BIG Beta contest will be announced at a later date and will be available at www.bigtoken.com/contest-terms prior to commencement of the contest.

About Social Reality

[Social Reality, Inc.](#) (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), 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 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.

About BIG Platform and BIGtoken

[BIG Platform](#), built on the blockchain by [SRAX](#) (NASDAQ: SRAX), is a consumer data management and distribution system. 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 and open source governance structure, BIG will provide everyone in the Internet ecosystem choice, transparency and compensation to manage and access verified data. Participating consumers will be rewarded, and 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. For more information on SRAX's BIG Platform, visit www.bigtoken.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, as set forth in our Annual Report on Form 10-K and Quarterly Reports on Form 10-Q, 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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