

SRAX Bolsters Blockchain Initiative, BIG Platform; Hires David James Stewart as VP of Business Development

LOS ANGELES – Aug. 9, 2018 – [Social Reality, Inc.](#) (Nasdaq: [SRAX](#)) today announced the appointment of David James Stewart as vice president of business development to drive its blockchain identification graph technology platform, [BIG](#). Stewart brings more than 15 years of digital media experience to SRAX and the BIG Platform.

In his new role, Stewart will lead efforts to partner with brands and agencies seeking access to transparent, consumer-verified data to better reach and serve audiences, as well as third-party applications to learn more about their customers and earn revenue through data sales.

“David James is not only a tremendous hire based on his vast experience, but, more importantly, he understands the challenges and opportunities as it relates to consumer data today and beyond,” said Christopher Miglino, CEO and chairman of SRAX. “The BIG Platform will improve the online experience and we are thrilled that he will be leading the charge working with partners on Madison Avenue and developers across the globe.”



Stewart joins SRAX and BIG from Conversant, the digital media arm of Epsilon, an Alliance Data company. He spent more than 12-years at Conversant, formerly known as ValueClick, serving, most recently, as director of strategic accounts. He holds a Bachelor’s of Science degree in Advertising and Communications from the University of Alabama and began his career as a media planner at global agencies Mindshare, mOne and Beyond Interactive.

“David James joins our team to kick partnerships for BIG into high gear, bringing our message of data security and consumer empowerment full circle by allowing consumers to finally own and manage their data,” added Kristoffer Nelson, COO of SRAX and Principal of BIG.

“For more than 15 years I’ve worked for companies that drove revenue by leveraging consumer data. At the same time, those efforts provided little in return to the individual,” said Stewart. “I’m beyond excited to join SRAX and BIG to truly revolutionize the way the industry uses and activates data. I believe that the future of the web is transparency and giving users the ability to monetize and control their own data.”

About SRAX

[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 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, all as set forth in our Annual Report on Form 10-K for the year ended December 31, 2017, 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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