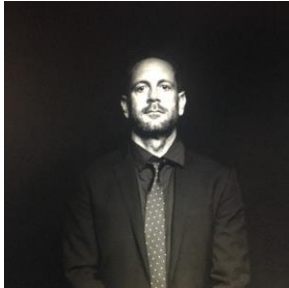


SRAX Names Shopper Marketing Veteran George Stella to Lead SRAXshopper

LOS ANGELES – Aug. 15, 2017 – [SRAX](#) (NASDAQ: SRAX) today announced shopper marketing industry veteran George Stella, has joined the company to drive its consumer packages goods (CPG) vertical, [SRAXshopper](#).

“George brings 20 year of digital media experience with the better part of the last decade focused specifically on digital shopper strategies,” said Christopher Miglino, CEO and chairman of SRAX. “The ability to attract such a talent is exciting and speaks to how our proven technology creates opportunity for marketers to move the needle on in-store sales with their digital dollars.”

“The growth potential in digital shopper marketing as we incorporate data and media transparency involving our blockchain identification graph, BIG Platform, is a giant step forward for the industry,” said Stella. “This tremendous differentiator and our proven stack of CPG tools, including our [recently launched video ad unit](#), positions SRAXshopper at the top of shopper marketers’ list of tools for reaching verified shoppers in unique and innovative ways.”



George Stella, Vice President of SRAXshopper

Most recently at Yieldbot, Stella’s experience includes driving digital shopper strategies and leveraging real-time consumer intent data. In addition, his shopper marketing experience over the past seven-years includes sales and media positions at OwnerIQ and HookLogic. Stella began his digital media career at 24/7 Real Media, where he spent more than 11 years as a sales director. Stella’s advertising career began at Comedy Central.

SRAXshopper

SRAXshopper targets shoppers visiting advertisers’ key retailers by layering social and shopping data with media buying to enable marketers to message a single, verified shopper across multiple devices and inventory sources. SRAX’s shopper marketing technology automates the discovery of shoppers and their characteristics, amplifying and targeting shoppers to drive sales lift – all while tracking online to offline attribution.

To learn more about SRAXshopper, visit: https://srax.com/products/#sx_shopper_anchor.

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](#), 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.

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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