



## **SRAX Declares Right to Receive BIGToken Security and Sets Record Date for September 17, 2018**

LOS ANGELES, Sept. 5, 2018 – Social Reality, Inc. (NASDAQ: SRAX), a digital marketing and consumer data management and distribution technology platform company, declared it will issue a right to receive securities of BIGToken Inc., the company’s wholly owned subsidiary to the holders of the company’s Class A common stock on the record date of September 17, 2018. The securities of BIGToken will have such rights and preferences as determined by the board of directors of BIGToken and shall be distributed when and if BIGToken meets all regulatory requirements.

“We are excited for the Beta launch of BIGToken, which is working to solve data accuracy for the data market that is estimated to be over \$130 billion,” stated SRAX’s CEO and Chairman Christopher Miglino. “As promised, we are issuing a dividend for BIGToken Inc. We look forward to rewarding shareholders as SRAX and BIG grow.”

### **BIG Platform, BIGToken and Right**

BIG Platform, built on the blockchain by 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](http://www.bigtoken.com).

### **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](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 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).

### **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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