



SRAX Launches Investor Relations Vertical, SRAX IR

SRAX IR joins SRAX verticals, including Auto and Shopper, targeting specific audiences

LOS ANGELES – Jan. 31, 2019 – [Social Reality, Inc.](#) (NASDAQ: [SRAX](#)) today launched its new investor relations vertical offering, SRAX IR. The company’s latest digital marketing and data management tool is designed to unlock stock buyers’ behaviors and trends for issuers of publicly traded stocks.

“SRAX IR is an exciting new vertical designed to assist publicly traded companies with understanding their shareholder base behavior,” said Christopher Miglino, CEO and Chairman of SRAX. “Understanding who is buying and selling a company’s stock and having the ability to communicate with those investors is an essential tool for every publicly traded company.”

SRAX IR unlocks stock buyers’ behaviors and trends from publicly traded companies’ data sets. SRAX IR also enables these companies to launch programs that engage existing shareholders at trading desks, investor events or at home on both desktop and mobile.

Key offerings included in SRAX IR follow:

- Insights: Monitor shareholders behaviors; discover top market makers; and uncover trends over time from buyers and sellers
- IR Management: Assign shareholder credit to investor relations firms; track ROI from investor relations programs; and give investor relations firms access to list analysis
- App: Manage investor contacts on-the-go; scan business cards at investment events; and send presentations to current and potential investors in real-time
- Data: Turn real-time conference visitor data into targeted cross-channel ads; reach potential investors based on current stock buyer behaviors and trends; and target current stock buyers to promote a higher return from existing relationships

To learn more about SRAX IR, visit: <https://sraxir.com/>

About SRAX

[Social Reality, Inc.](#) (NASDAQ: SRAX) is a digital marketing and consumer data management technology company. SRAX’s technology delivers the tools to unlock data to reveal brands core consumers and their characteristics across marketing channels. Through its blockchain identification graph technology platform, [BIGtoken](#), SRAX has developed a consumer-managed data marketplace where people can own, verify and sell access to their data thereby providing everyone in the Internet ecosystem choice, transparency, 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, 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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