



## **SRAX's BIGtoken App Reaches 600,000+ Registered Users in Under Six Months**

*BIG Gains Serious Momentum in Recent Weeks as More Consumers Take Ownership of Their Personal Data and Stack Up Real Cash by Organically Spreading the Word About How Their Verified Information Holds Real-World Value*

**LOS ANGELES, CA – April 1, 2019** – [Social Reality, Inc.](#) (NASDAQ: [SRAX](#)), a digital marketing and consumer data management technology company, today announces that more than 600,000 registered users on Android, iOS and the web are using the BIGtoken app to own and earn from their data. Many users who've been dedicated to answering questions, checking into locations, connecting their bank cards, recruiting new members, and more, have seen their data value continue to grow. The spike in growth is a reflection of BIGtoken principles and experience of transparency, choice, and compensation resonating with active participants who've made the app popular amongst a growing community of people who value their data and privacy.

“BIG has changed the consumer data ecosystem forever,” said Kristoffer Nelson, COO at SRAX and Co-Founder of BIGtoken. “By allowing consumers to see and realize the actual value of their digital identity and data, we stand by our promise to offer everyone in the Internet ecosystem choice, transparency, and compensation for their data. This vision has inspired many creating rapid growth, and we're thrilled to see so many join us in our mission.”

Since September 2018, consumers have downloaded and signed up for BIGtoken. BIG's technology is revolutionizing advertising and data management for both consumers and advertisers. In addition to enabling users to earn from their data and gamifying data sharing, BIG allows them to delete data and opt out of data sales.

Marketers have increasingly turned to Big Data, yet they need a way to assure the information collected about their target audiences fits their business needs. Moreover, because most data is controlled by limited organizations, it's difficult for marketers to verify the accuracy of consumer data collected. BIG enables the secure and transparent transmission of data, benefiting both consumers and advertisers.

To download the application, please visit: <https://bigtoken.app.link/pressdownload>, or to access BIG from the web you can visit: [my.bigtoken.com](http://my.bigtoken.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 and earn from 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, investor relations 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).

#### **About BIGtoken**

[BIGtoken](#), built by [SRAX](#) (NASDAQ: SRAX), is a consumer data management and distribution system. BIG is the first consumer managed data marketplace where people can own and earn from their data. Through a transparent blockchain platform and consumer reward systems, BIG provides consumers choice, transparency and compensation for their data. Participating consumers earn rewards, and developers are able to build pro-consumer 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. For more information on BIGtoken, visit [www.bigtoken.com](http://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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