



SRAX's BIGtoken Gives More than 15 Million Global Users the Ability to Earn from Loyalty and Rewards Programs

BIG Continues to Gain More Users While Enabling the Ability for Users to Integrate Popular Rewards and Loyalty Programs to Generate More Value from their Data

LOS ANGELES, CA – April 15, 2019 – [Social Reality, Inc.](#) (NASDAQ: [SRAX](#)), a digital marketing and consumer data management technology company, today announces BIG has released a new feature, now enabling users to integrate popular travel, grocery, and retail loyalty/rewards programs. From Marriott to Wyndham, Staples, American Express, Office Depot, Sony, and more, the most widely-used rewards programs can now easily be connected to BIGtoken, allowing users to earn more for the activities they already participate in on a regular basis.

“BIG’s mass appeal is our motivation to continue building new and exciting ways for them to integrate all the things they’re doing each day that creates valuable data, for their benefit,” said Kristoffer Nelson, COO at SRAX and co-founder of BIGtoken. “We’re the undisputed platform for offering everyone within the Internet ecosystem choice, transparency, and compensation for their data, and we aim to stay in the leading position by introducing new and better ways for users to increase the value of their personal data.”

BIG’s technology is changing the advertising and data management industries for both consumers and advertisers. As marketers increasingly turn to data solutions to grow their businesses, BIG assures the information collected about their target audiences meet their business needs in a consumer positive approach without regulatory risk. The Company’s work with marketers will soon drive the BIGtoken ecosystem towards more positive growth.

To download the application, please visit: <https://bigtoken.app.link/pressdownload, or to access BIG from the web you can visit: 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.

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.

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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