

# SRAX Launches BIGtoken, the Platform for Consumers to Own, Verify and Sell Their Data

*Claim your data by downloading the BIGtoken mobile app, available in the Apple App Store and Google Play; up to 10,000 initial Beta testers will take part in breaking down the barriers dividing consumers from the data they produce*

**LOS ANGELES – Oct. 9, 2018 –** [Social Reality, Inc.'s](#) (NASDAQ: [SRAX](#)) blockchain identification graph platform, [BIG](#), today launched in Beta. BIG is the first consumer-powered data marketplace where people will own, verify and sell their data.

During the Beta phase, the top three most active users will be rewarded with Bitcoin for their participation. To join the Beta phase, consumers, first, sign up at: <http://bigtoken.com/beta>. Shortly thereafter, consumers will receive an “invite code” to activate the BIGtoken app, which is, now, available for download in the Apple App Store or Google Play:

- Apple App Store: <http://big.srax.com/app-store>
- Google Play: <http://big.srax.com/google-play>

“Claim your data is the goal of BIG,” said Kristoffer Nelson, COO of SRAX and principal of BIGtoken. “As consumers, we are a commodity that generated billions of dollars last year alone. None of that went to us, and BIG is going to change the consumer data ecosystem forever by improving the online experience for all interested parties by providing choice, transparency, and compensation.”

Eligible Beta testers will earn points by completing various actions after signing up at <http://bigtoken.com/beta>. Actions include, but are not limited to:

- Refer family and friends
- Check into locations
- Answer questions and surveys
- Connect social accounts
- Allow the tracking of mobile location and transaction history

The number of Beta testers of BIG that are eligible to compete for prizes will initially be capped at 10,000 users. As [announced in August](#), the most active Beta tester will be rewarded with five Bitcoins at the end of the Beta phase. The second most active Beta tester will receive two Bitcoins and the third will receive one Bitcoin. The three users with the most points will be announced and crowned winners following the end of Beta, which is scheduled for January 31, 2019. Review the Official Contest Rules and learn more about the Beta contest here: <https://bigtoken.com/contest-terms>.

Anyone interested in becoming a Beta tester can sign up now at <http://bigtoken.com/beta>.

## About Social Reality

[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 has developed a consumer-powered data marketplace where people can own 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](http://www.srax.com).

### **About BIG Platform and BIGtoken**

[BIG Platform](#), built on the blockchain by [SRAX](#) (NASDAQ: SRAX), is a consumer data management and distribution system. BIG is the first consumer-powered data marketplace where people can own, verify and sell access to their data. Through a secure blockchain platform and open source governance structure, BIG provides everyone in the Internet ecosystem choice, transparency and compensation to manage and access verified data. Participating consumers earn rewards, and developers are 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 improves the online experience for all interested parties. For more information on SRAX's BIG Platform, 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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