

SRAX Extends Vertical Strategy Launches SRAXfan

Just in time for the busiest time of the sports year and inspired by success of SRAX's pharma vertical SRAXmd, SRAXfan vertical targets sports fans through an intelligent stack of marketing tools



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LOS ANGELES, Nov. 14, 2017 /PRNewswire/ -- With football, basketball and hockey all in season, **SRAX** (NASDAQ: **SRAX**) today announced its new sports vertical offering, SRAXfan. The company's latest digital marketing and data management tool is designed to reach and reveal valuable sports fan audiences. SRAXfan was inspired by the success of the company's healthcare vertical, **SRAXmd**, which the company recently **announced** is pursuing strategic alternatives.

"Brands and agencies have experienced tremendous results with SRAXmd," said Christopher Miglino, CEO and Chairman of SRAX. "We believe there is a significant opportunity to replicate that success through an array of vertical products. SRAXfan represents the first in a series of category-specific tools for buy-side digital marketers."

SRAXfan tools enable brands and agencies to connect with sports fans at home, the stadium or out-of-home at gathering locations, such as bars, restaurants, and universities, during live sporting events.

Key offerings included in SRAXfan are:

- StadiumTRAX: Delivers location-targeted ads to mobile devices in-and-around stadiums and other sports venues.
- FanTRAX: Combines sports interest and behavior data to identify sports fanatics.
- SportsViewTRAX: Reaches out-of-home sports viewers where they gather.

"SRAXfan is all about highly-targeted advertising to the right fan, at the right time when emotions are high," added SRAX's Miglino. "Our efforts with SRAXmd have delivered a prescription for success that we are excited to bring to digital marketers interested in targeting sports fans."

ABOUT SRAX

SRAX (NASDAQ: **SRAX**) is a digital marketing and data management platform delivering the tools to reach and reveal valuable audiences. **SRAX**'s machine-learning technology analyzes marketing data to identify brands and

content owners' core consumers and their characteristics across marketing channels. Through an omnichannel approach that integrates all aspects of the advertising experience into one platform, SRAX discovers new and measurable opportunities that amplify campaign performance and maximize profits. For more information on how SRAX delivers a digital competitive advantage to surpass today's marketing challenges, visit www.srax.com.

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