

## Social Reality Inc. Listed As One Of The Top 20 Display Partners in Picalate's Seller Trust

LOS ANGELES, — January 30, 2015 — Social Reality, Inc. (OTCBB: SCRI), a leader in automated digital platform technology and social management software for Internet advertising, announced today that they are listed in the top 20 rated trusted sellers from Picalate. Social Reality is listed along with Google, OpenX, and Rubicon Project. Picalate, an analytics platform for programmatic advertising, released the list in its latest [Seller Trust Index](#) that identifies the top trusted sources of internet advertising supply.

The Trust Index rankings are based on proprietary analysis of exclusive data from billions of monthly events on real time exchanges. Over the last year, SRAX made quality across desktop display, mobile display and video its primary focus. The outcome of SRAX's commitment to quality is now being recognized by the industry.

"Along with quality, we've built out our technology to enable both direct demand and supply integrations into our SRAX platform," says Kris Nelson, COO and head of SRAX Demand and Supply. "I view these rankings not as a final outcome, but as an incentive to drive future performance initiatives. Quality will always be front and center for Social Reality and we appreciate the recognition from Picalate for our efforts in this area."



"Social Reality has achieved a top 20 seller rating in this month's Seller Trust Index," said Jalal Nasir, founder and chief executive officer, Picalate. "Picalate is committed to helping make programmatic successful with independent, trusted ratings, and companies that work to address quality at the supply source should be recognized."

The Trust Index is an independent industry rating based on data collected by Picalate on the open exchange marketplace. Picalate does not endorse any specific vendor or service

ranked in the Trust Index and is not responsible for exchange data. Rating scores are normalized to a range of 0-99. To learn more about the methodology and to download an expanded list of the top 50 sellers, visit [pixalate.com/sellertrustindex](http://pixalate.com/sellertrustindex).

#### **ABOUT SOCIAL REALITY**

Founded in 2010, Los Angeles-based Social Reality, Inc. is an Internet advertising company that provides tools that automate the digital advertising market. The company has built technologies and leveraged partner technologies that service social media and the real-time bidding (RTB) markets. For more information, please visit [www.socialreality.com](http://www.socialreality.com), [www.srax.com](http://www.srax.com), [www.sraxmd.com](http://www.sraxmd.com), [www.sraxdi.com](http://www.sraxdi.com), [www.groupad.com](http://www.groupad.com), <http://www.steelmediainc.com>.

#### **ABOUT PIXALATE**

Pixalate is the leading enterprise marketing data platform for companies that need real-time insights, market intelligence and analytics to make smarter, faster decisions in programmatic advertising.

Pixalate monitors billions of ad events daily on the exchanges and provides data and competitive insights to improve supply quality and ad performance in real time. Proprietary data points include pricing intelligence, fraud, brand safety and viewability scores of 20MM+ websites and supply sources. For more information, visit [www.pixalate.com](http://www.pixalate.com).