News & Press Releases: May 20, 2014

Social Reality Appoints John Livesay, Prior Executive Director of Corporate Partnerships of Conde Nast, as Vice President of Sales

LOS ANGELES, May 20, 2014 /PRNewswire/ — Social Reality, Inc. (OTCBB: SCRI), an Internet advertising and platform technology company that provides tools to automate the digital advertising market, today announced that John Livesay has joined the company as Vice President of Sales.

"*We are very excited to welcome John Livesay to the company. John's experience with large brands and agencies will help us grow both SRAX, our RTB platform, and Groupad, our social media platform. Not only is John an amazing advertising executive, but he is a natural sales coach and we look forward to him working with our sales teams,*" said **Christopher Miglino**, Social Reality's Chairman and CEO.

John Livesay has spent the past 22 years working with brands and agencies. His career includes working with some of the largest properties in the advertising industry, such as Elle, Self Magazine, W Magazine, and The Daily Beast. Most recently, he held the position of Executive Director of Corporate Partnerships at Conde Nast.

"*It is an honor to join the team at Social Reality. Their platforms offer brands the opportunity to engage consumers in ways that encourage them to become brand ambassadors. Today's marketers want to have their brand content become part of the social conversation through mobile innovation and proven tools that drive ROI. Social Reality has both the products that give marketers these tools along with a high quality of service that puts it in a class all its own,*" said John Livesay, Vice President of Sales.

Read more