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Bright Mountain Internet Properties Surpass 12 Million Visitors During Q3 2015

- Traffic Increases 380% Since Q3 2014, Continues to Grow Across Portfolio of 20 Websites -

Boca Raton, FL – October 20, 2015 – [Bright Mountain Media, Inc.](#) (OTC: [BMTM](#)), an owner, acquirer and manager of customized websites for military and public safety audiences, today announced that the Company’s portfolio of 20 websites surpassed 12.5 million visitors during the third quarter of 2015. The 12.5 million Q3 visitors are nearly five times the visitors in Q3, 2014.

Kip Speyer, Chief Executive Officer of Bright Mountain, commented, “We are continuing to expand the reach of our websites’ content within the military and public safety online communities through our ever-growing portfolio of web-based properties and social media. In addition, our ongoing effort to optimize these websites, making them more interesting by increasing unique content including video, is delivering tangible results as evidenced by the five times growth of visitors in Q3, 2015 vs. Q3, 2014, with much of that growth coming organically. During the second quarter, website traffic exceeded 9.1 million visitors, setting a then company record. Our unique user traffic is approximately 25% less than our visitor traffic. With current market valuations being driven primarily by visitor traffic, we are optimistic about what the upward trend in our traffic portends for the valuation of our company.”

Mr. Speyer continued, “Clearly, there is tremendous value being placed on websites’ and apps ability to reach a meaningful audience, and we are focused on targeting a unique and under-served market. As we continue to expand our portfolio, broaden our audience and increase our website traffic, I expect our visitor numbers will continue to grow and the market place will hopefully in turn, recognize the value of our company, our brand and our website assets.”

About Bright Mountain Media, Inc.

Bright Mountain Media, Inc. owns, acquires and manages websites customized to provide

their niche users, primarily military and public safety personnel, as well as veterans and retirees, with information, news, products, videos and services that is of interest to them. The company's websites contain a number of sections with a vast amount of mission group oriented information including originally written news content, blogs, forums, career information, products and videos. For more information, visit www.bmaq.com and click contact us.

Safe Harbor Statement

This press release contains forward-looking statements that can be identified by terminology such as "believes," "expects," "potential," "plans," "suggests," "may," "should," "could," "intends," or similar expressions. Many forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results or implied by such statements. These factors include, but are not limited to, our limited operating history, managing our expected growth, risks associated with integration of acquired websites, possible inadvertent infringement of third party intellectual property rights, our ability to effectively compete, our acquisition strategy, and a limited public market for our common stock, among other risks. Bright Mountain Media, Inc.'s future results may also be impacted by other risk factors listed from time to time in its SEC filings. Many factors are difficult to predict accurately and are generally beyond the company's control. Forward-looking statements speak only as to the date they are made and Bright Mountain Media, Inc. does not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.