

February 26, 2019



SITO Mobile Launches New Performance Guarantee

New Offering Empowers Marketers to Execute Media Buys Based on Business Results

JERSEY CITY, N.J., Feb. 26, 2019 (GLOBE NEWSWIRE) -- [SITO Mobile, Ltd.](#) (NASDAQ:SITO) the Consumer Behavior and Location Sciences™ company, announced today the introduction of the SITO Performance Guarantee. This new assurance provides marketers with a risk-free offering to leverage SITO's superior location data, ad serving technology and managed services to execute media buys based on quantifiable performance metrics that go beyond impression-based CPM.

With the new assurance guarantee, SITO will develop, plan and execute media buys that meet or exceed mutually agreed upon key performance indicators (KPIs), or SITO will continue to run the campaign at its own expense, until the agreed-upon campaign goals are reached. The offering is subject to campaign terms and conditions for media campaign buys of \$100,000 or more over a 60-day period.

"I'm excited to announce this performance guarantee, as it will strengthen SITO's position and provide our enterprise clients with the powerful media and data-driven intelligence solutions they need to maximize revenue," said Tom Pallack, Chief Executive Officer at SITO Mobile. "Now our clients can be 100% confident that their performance campaign goals will be met or exceeded at the time of purchase."

Advertisers must traffic the campaign using SITO's DSP and ad server platform. SITO will incorporate an MRC accredited, third-party campaign measurement service of the marketer's choice, at no additional cost.

About SITO Mobile, Ltd.

SITO is a leading mobile data technology company that provides brands customized, data-driven solutions spanning strategic insights and media campaign delivery services. Through Consumer Behavior and Location Sciences™, SITO explores the consumer journey and presents powerful strategic knowledge assets and actionable insights for executives and strategic decision makers looking to understand and influence consumer behaviors.

Brands and agencies rely on SITO as a strategic partner for real-time understandings of customer movements, interests, actions, associations, and experiences, ultimately providing increased clarity for better business decisions. The Company is headquartered in Jersey City, New Jersey and its common stock is publicly traded on the NASDAQ Stock Market under the ticker symbol "SITO." For more information regarding SITO's science,

technology and solutions spanning media and research, please visit www.sitomobile.com.

Cautionary Statement Regarding Certain Forward-Looking Information

This press release contains forward-looking statements. These statements are based on our management's beliefs and assumptions and on information currently available to our management. Forward-looking statements include statements concerning the following: SITO's plans and initiatives; our possible or assumed future results of operations; our ability to attract and retain customers; our ability to sell additional products and services to customers; our competitive position; our ability to recruit additional, highly-qualified candidates to our Board, our industry environment; and our potential growth opportunities. You should not place undue reliance on forward-looking statements, because they involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect results. Factors that may cause actual results to differ materially from current expectations include, among other things, those listed under "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2017, our Quarterly Report on Form 10-Q for the quarter ended September 30, 2018, and the other reports we file with the SEC. Actual events or results may vary significantly from those implied or projected by the forward-looking statements due to these risk factors. No forward-looking statement is a guarantee of future performance. You should read our most recent Annual Report on Form 10-K for the year ended December 31, 2017, our Quarterly Reports on Form 10-Q that we have filed since the date of our Annual Report and the documents that we reference in our Annual Report on Form 10-K, our Quarterly Reports on Form 10-Q and have filed as exhibits thereto with the Securities and Exchange Commission, or the SEC, with the understanding that our actual future results and circumstances may be materially different from what we expect.

Forward-looking statements are made based on management's beliefs, estimates and opinions on the date the statements are made and we undertake no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change, except as may be required by applicable law. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements.

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Source: SITO Mobile, Ltd.