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SITO Announces Multi-Year Partnership with Bell Media to Provide Audience Behavior Insights and Media Solutions

SITO's insights-driven platform is named Bell Media's preferred technology partner for mobile advertising and audience data solutions in Canada

JERSEY CITY, N.J., Nov. 03, 2017 (GLOBE NEWSWIRE) -- SITO Mobile Ltd. (NASDAQ:SITO) ("SITO"), an insights-driven Consumer Behavior and Location Sciences™ company, today announced a multi-year partnership with Bell Media, Canada's leading content company with premiere assets in television, radio, out-of-home advertising, and digital media. The agreement establishes SITO as Bell Media's preferred partner for mobile data-driven audience insights and mobile advertising solutions in Canada.

This partnership builds upon SITO's existing relationship with the media provider, having previously run numerous campaigns with Cieslok Media that was acquired by Bell Media. This extended partnership arms Bell Media with powerful audience data, revealing rich insights across the Canadian marketplace.

"SITO's innovative, data-driven insights and media solutions drive improved targeting, greater efficiencies, and measurable campaign ROI and media attribution," said Kristie Painting, Vice President, Digital Platforms and Revenue Management, Bell Media. "By partnering with SITO, Bell Media is better positioned to deliver smarter advertising campaigns that can augment / prove / measure their effectiveness."

"We are focused on turning the consumer journey into a powerful instrument for brands to better connect with relevant audiences," said Tom Pallack, Chief Executive Officer of SITO. "We will continue to focus on architecting customized, data-driven products that provide Bell Media with a deeper, real-time understanding of its audiences' behaviors across the digital and physical worlds."

About SITO Mobile, Ltd.

SITO turns the consumer journey into a powerful instrument for marketers, delivering actionable insights that influence behavior in real-time. Through Consumer Behavior and Location Sciences™, SITO develops customized, data-driven solutions for brands spanning strategic insights and media. Our science and products reveal a deeper, real-time understanding of customer interests, actions and experiences providing increased

clarity for brands when it comes to navigating business decisions and delivering advertising. The company is home to an internally developed, proprietary location-data technology stack, arming clients with a powerful resource for granular data, real-time insights and optimization, and delivery of successful media campaigns. Using in-store targeting, proximity targeting, geo-conquesting and attribution data, SITO creates audience profiles to develop measurable hyper-targeted campaigns for brands. For more information regarding SITO's science, technology and customized solutions spanning media and research, visit www.sitomobile.com.

About Bell Media

Bell Media is Canada's leading content creation company with premier assets in television, radio, out-of-home advertising, and digital media. Bell Media owns 30 local television stations led by CTV, Canada's highest-rated television network; 30 specialty channels, including TSN and RDS, and four pay TV services, including The Movie Network and Super Écran. Bell Media is also Canada's largest radio broadcaster, with 215 music channels including 105 licensed radio stations in 54 markets across the country, all part of the iHeartRadio brand and streaming service. Bell Media owns Astral Out of Home with a network of more than 30,000 advertising faces in British Columbia, Alberta, Ontario, Québec, and Nova Scotia. Bell Media also operates more than 200 websites; delivers TV Everywhere with its CraveTV and GO video streaming services; operates multi-channel network Much Digital Studios; produces live theatrical shows via its partnership with Iconic Entertainment Studios; and owns Dome Productions Inc., a multi-platform production company. Bell Media is part of BCE Inc. (TSX:BCE) (NYSE:BCE), Canada's largest communications company. For more on Bell Media, please visit www.bellmedia.ca.

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 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 and the 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 Annual Report on Form 10-K and the documents that we reference in our Annual Report on Form 10-K 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.

Contacts:

Media Relations:

SHIFT Communications

Katie McGovern

sito@shiftcomm.com

Darren Nicol

Director of Marketing

darren.nicol@sitomobile.com

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