

March 8, 2018



SITO Schedules Fourth Quarter and Year End 2017 Earnings Call for March 21st

JERSEY CITY, N.J., March 08, 2018 (GLOBE NEWSWIRE) -- SITO Mobile, Ltd. (NASDAQ:SITO), the Consumer Behavior and Location Sciences™ company, announced today that it has scheduled a conference call to review the results of the fourth quarter and full-year ended December 31, 2017 on Wednesday, March 21, 2018 at 4:30 p.m. Eastern Time (ET).

Conference call information:

Date: Wednesday, March 21, 2018

Time: 4:30 p.m. Eastern Time (ET)

Dial in Number for U.S. & Canadian Callers: 877-407-8293

Dial in Number for International Callers (Outside U.S. & Canada): 201-689-8349

The conference call will also be webcasted live on the Investor Relations section of SITO's IR web site at <http://ir.sitomobile.com/ir-calendar>.

Participating on the call will be SITO Mobile's Chief Executive Officer, Thomas Pallack; Chief Financial Officer, Mark Del Priore and Chief Operating Officer, Bill Seagrave. The Company plans to issue an earnings release prior to the call. To join the live conference call, please dial into the above referenced telephone numbers five minutes prior to the scheduled conference call time.

A replay will be available for 2 weeks starting on March 21, 2018 at approximately 8:00 p.m. ET. To access the replay, please dial 877-660-6853 in the U.S. and 201-612-7415 for international callers. The conference ID# is 13677514.

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.

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The logo for SITO, featuring the word "sito" in a lowercase, bold, sans-serif font. The letter 'i' has a vertical bar through its center, and the letter 'o' has a vertical bar through its center.

Source: SITO Mobile, Ltd.