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SITO Launches the SITO Channel Alliance

Partner Certification Program Expands Access to SITO's Expansive Product Suite That Goes Beyond Location Data, Provides Omni-Channel Support for End-to-End Campaign Management

JERSEY CITY, N.J., July 03, 2018 (GLOBE NEWSWIRE) -- [SITO Mobile, Ltd.](#) (NASDAQ:SITO) ("SITO" or the "Company"), the Consumer Behavior and Location Sciences™ company, launched today the SITO Channel Alliance, a full-service extension of SITO's location intelligence platform and managed media service offering through its certified re-seller partner program.

The SITO Channel Alliance (SCA) is a custom program purpose-built for creating strategic resellers of SITO's real-time location data, consumer insights, and omnichannel media activation services. SITO's expertise in location data, combined with data verification, enrichment, modeling, and real-time measurement, provides SCA partners with an enhanced solution that goes beyond location data alone. This comprehensive industry solution removes unnecessary intermediaries from the modern-day media workflow and streamlines our partners' ability to deliver data-informed personalized solutions to their clients.

"By providing our SCA partners access to real-time location data, we not only help to strengthen their market positioning, but we deepen our collective understanding of consumer behavior as it relates to actual engagement strategies live on the platform," said Chet Petrow, Chief Revenue Officer at SITO. "SITO's partners are the beneficiaries of a customizable, flexible, and accommodating program tailor-made for their needs and laser-focused on positively influencing internal business imperatives."

"We couldn't be more pleased to partner with SITO. Together we offer an unparalleled marketing service for the medical and healthcare professional segments we serve," said SITO Channel Alliance partner Ron Scalici, SVP, Digital Experiences, Haymarket. Additional Channel Alliance partners include GSTV, CHIVE TV and DDI Media.

The SITO Channel Alliance provides the opportunity for businesses to experience a seamless handoff of real-time location data and enriched consumer insights to an in-house media team capable of delivering standalone research, and/or full-service media activation. With dedicated account managers, ad ops, and creative teams, our managed service offering is capable of managing the entire media workflow (Program ideation to delivery to success measurement). Instead of piecemealing vendors and managing data handoffs with the hopes that the findings will remain intact, the SITO Channel Alliance alleviates the need to involve multiple vendors who each support one element of the

media campaign and do not create value as a single fluid interactive system.

For more information, please visit www.sitomobile.com.

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" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements are based on our management's beliefs and assumptions and on information currently available to our management. Although we believe that the expectations reflected in these forward-looking statements are reasonable, these statements relate to future events or our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. These statements are only predictions, and 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 the heading "Risk Factors" in our Annual Report on Form 10-K and the other reports we file with the US Securities and Exchange Commission (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 SEC, completely and with the understanding that our actual future results and circumstances may be materially different from any future results expressed or implied by these forward-looking statements. 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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The logo for SITO Mobile, Ltd. features the word "sito" in a lowercase, sans-serif font. The letter "i" is stylized with a vertical line and a dot. The letter "o" is a simple circle. The letters "s" and "t" are also in a clean, modern font.

Source: SITO Mobile, Ltd.