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## SITO Mobile Delivers at the Box Office for 'Unplanned'

**Controversial faith-based movie surpasses box office sales through the use of smart, humanized data**

JERSEY CITY, N.J., May 21, 2019 (GLOBE NEWSWIRE) -- [SITO Mobile, Ltd.](#) (NASDAQ: SITO), the Consumer Behavior and Location Sciences™ company, announced today the results of its work on the feature film, 'Unplanned,' distributed by independent faith and family movie studio, [Pure Flix and Soli Deo Gloria Releasing \(SDGR\)](#). Through the use of proprietary technology and intelligent, location-based data, SITO Mobile empowered Pure Flix to create and engage with a broader audience base, surpass the film's box office expectations by \$8 million, expand its run-in theaters to new cities, and become Pure Flix's 2<sup>nd</sup> most successful release.

Unplanned tells the story of Abby Johnson, a former Planned Parenthood clinic director who later becomes a pro-life activist after a life-changing experience. Given the controversial nature of the film, Pure Flix and SDGR tapped SITO Mobile to go beyond wide-spread, mainstream marketing methods to develop innovative and efficient ways to personalize audience interactions and deliver ROI on their media investments. SITO's unique ability to access the film's data in real-time and provide precision-based performance metrics, resulted in highly-targeted media buys and marketing efforts; eliminated media waste and enabled Pure Flix and SDGR to scale access their target audience – those who have the highest propensity to attend faith-based and family-friendly movies.

"The key to Unplanned's success lies within our unique ability to view data historically and in more than one dimension," said Sean Clayton, Chief Strategy Officer and President of Entertainment Division, SITO Mobile. "We were able to look back on two years of data and identify over 27 million potential movie-goers based on behavioral and psychographic patterns, including past movie purchases and online content viewing habits. This data gave us powerful consumer insights which helped Pure Flix deliver highly targeted messages at the right time and on the right channels."

Since its release in theaters on March 29, 2019, Unplanned has exceeded its goal of \$10 million in box office sales, totaling \$18 million to date.

"We are dedicated to providing wholesome viewing experiences to our existing and expanded audiences in ways that are personal and engaging," said Michael Scott, CEO, Pure Flix. "SITO continues to be a trusted partner in creating and delivering deeper consumer insights that allow us to interact with our theatrical audience in meaningful ways while securing increased returns on our media investments."

### **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](http://www.sitomobile.com).

### **About Pure Flix**

Founded in 2005, and led by partners Michael Scott, David A.R. White, Elizabeth Travis, and Alysoun Wolfe, Pure Flix is the leading independent faith and family studio in the world. Its recent releases include: Unbroken: Path to Redemption, God's Not Dead: A Light in Darkness, Same Kind of Different as Me, The Case for Christ, Woodlawn, Do You Believe? and God's Not Dead. With offices in Los Angeles and Scottsdale, Pure Flix has produced, acquired, marketed and distributed over 100 faith and family-friendly films. Aligned with their vision to influence the global culture for Christ through media, Pure Flix is the industry leader in creating high-quality inspirational feature film content. The studio's official website is [Pureflixstudio.com](http://Pureflixstudio.com). The company also features a leading streaming

video on demand service, with thousands of movies, originals, TV shows and more emphasizing faith, family and fun. For more information, go to [Pureflix.com](http://Pureflix.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 June 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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