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SITO Mobile Provides Pure Flix Entertainment Data Analytics for its Theatrical Film Releases

JERSEY CITY, N.J., Oct. 10, 2018 (GLOBE NEWSWIRE) -- [SITO Mobile, Ltd.](#) (NASDAQ:SITO), the Consumer Behavior and Location Sciences™ company, today announced a partnership with independent faith and family movie studio [Pure Flix](#). SITO's data insights and location intelligence solution will give Pure Flix the ability to drive verified traffic into theaters for their faith-based movies, as well as promote transparency and efficiency leading to optimal decision-making with its theatrical film releases.

"This strategic data analytics partnership is about driving business results," comments Tom Pallack, Chief Executive Officer, SITO Mobile. "All of us at SITO look forward to applying our data insights and location data intelligence to help Pure Flix create and connect to a larger base of loyal fans and better understand their movie experience."

SITO and Pure Flix Partnership Benefits:

- **Fast results** – Pure Flix can access data in minutes on its theatrical releases-- not days or weeks.
- **Media campaign delivery**– SITO's ROI performance machine eliminates media waste allowing marketers to monitor results in real time and adjust as needed.
- **Efficient ticket sales** – SITO's precision based performance metrics allow Pure Flix to reach and influence people who have the highest propensity to attend faith and family- friendly movies.
- **Accurate campaign measurement**– SITO provides a proprietary solution for the theatrical space.

"We are constantly looking for innovative and efficient ways to personalize our messages and deliver return on media investment," said Michael Scott, CEO of Pure Flix. "We view SITO as unparalleled experts of location data, activation and attribution and are excited to partner with them to create an addressable theatrical audience at scale."

For more information regarding SITO's science, technology and solutions spanning media and research, 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.

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. 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.

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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The logo for SITO, consisting of the word "SITO" in a bold, black, sans-serif font. The letter "I" is stylized with a vertical gap in the middle.

Source: SITO Mobile, Ltd.