

August 13, 2015



SITO Mobile Delivers Winning Results With State Lottery Campaign

Campaign With Millennial Media Delivers Over 100% Increase in Click Through Rates; High Performance Metrics for the State Lottery's Newest Game

JERSEY CITY, N.J., Aug. 13, 2015 (GLOBE NEWSWIRE) -- SITO Mobile Ltd. (Nasdaq:SITO), a leading mobile engagement platform provider, has taken a major leap forward with its recent campaign to increase awareness and drive foot traffic into stores for the State Lottery's newest game. SITO Mobile partnered with Millennial Media to deliver a 117% increase in click-through-rates (CTR) and an 18% lift in win rates, from 80.6% to 95.5%, by using Deal ID on the Millennial Media Exchange.

Deal ID is a revolutionary programmatic targeting tool that enables advertising buyers to easily recognize and bid on specific inventory based on predetermined parameters, thereby increasing efficiency and boosting inventory targeting. Millennial Media built a customized Deal ID according to SITO Mobile's requirements that bundled specific mobile apps and websites to target the "gaming enthusiast" segment.

Jerry Hug, CEO of SITO Mobile said, "SITO prides itself on being a thought leader. As a result, we are one of the few media companies with the technology to identify inventory specially curated for high performance, unique demographics and specialized content categories. This is yet another major advancement for us as we were able to generate compelling returns for the State Lottery, reporting increased efficiency, higher win rates and enhanced performance. We are now able to better serve and expand reach and performance for our customers providing solutions incorporating inventory availability and quality ad traffic. We have an extremely scalable business model and are excited to be able to offer this to our clients."

"Creating custom Deal IDs - and the private marketplaces they power - enable us to create more efficient and effective bidding models for our partners," said Mark Connon, EVP Platform Business at Millennial Media. "We're excited to work with SITO Mobile to generate engaging, higher-performing campaigns for our clients."

About SITO Mobile Ltd.

SITO Mobile provides a mobile engagement platform that enables brands to increase awareness, loyalty and ultimately sales. For more information visit www.sitomobile.com.

About Millennial Media

Millennial Media (NYSE:MM) is the leading independent mobile ad marketplace, making mobile simple for the world's top brands, app developers, and mobile web publishers. The company's unique data and technology assets enable its advertising clients to connect with their target audiences at scale. Millennial Media also drives monetization for its publisher and developer partners by connecting them to networks, advertisers, and an RTB exchange. For more information, visit www.millennialmedia.com.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, our reliance on brand owners and wireless carriers, the possible need for additional capital as well other risks identified in our filings with the SEC. Any forward-looking statement made by us in this press release is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

CONTACT: Investor and Media Relations:
Robert Haag
IRTH Communications
sito@irthcommunications.com
866-976-4784

Source: SITO Mobile, Ltd.