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SITO Mobile Announces Preferred Partnership with Swirl to Provide Consumer Behavior Insights and Media Solutions

SITO's insights-driven platform is integrated agency-wide, providing brands with a deeper understanding of consumer behavior to make more meaningful connections in-market

JERSEY CITY, N.J., Aug. 14, 2017 (GLOBE NEWSWIRE) -- SITO Mobile Ltd. (NASDAQ:SITO), an insights-driven consumer behavior platform, today announced a multi-year, multi-million-dollar partnership with Swirl, a global marketing and advertising agency. The agreement establishes SITO as the firm's Preferred Strategic Partner for insights and media solutions for its robust client roster spanning retail, CPG, automotive, entertainment and much more.

SITO will collaborate with Swirl on all client engagements as strategic consultants across research, analytics, insights and media to uncover opportunities for more powerful decision-making that impacts business growth. The partnership is focused on utilizing SITO's consumer behavior platform to achieve unparalleled clarity pertaining to customer interests that drive toward achieving clients' enterprise goals.

"SITO provides an unparalleled level of dimension of consumer understanding, and the depth of the platform's location-aware data ensures that we can deliver not only media, but strategic insights to our clients that impact business growth," said Greg Johnson, EVP and Head of Marketing for Swirl. "This invaluable knowledge is crucial for our retail clients as they navigate the ups and downs of store traffic in the face of downward trending sales. SITO delivers clarity around consumer needs and wants, so that retail can be better positioned to take advantage of these trends from a product perspective."

"Our strategic partnership with Swirl encompasses our shared mission to change the way brands understand and connect with consumers using the power of data," said Tom Pallack, Chief Executive Officer for SITO. "We are creating custom, insights-focused solutions that provide a holistic view of people's interests and behaviors, driving powerful delivery and optimization of media for Swirl's clients."

About SITO Mobile, Ltd.

SITO Mobile is transforming the manner in which brands connect with consumers in the

real world by developing a mobile engagement platform that drives awareness, loyalty, and ultimately sales. In an increasingly mobile-first culture, SITO Mobile delivers proven location-based advertising solutions to Fortune 500 brands and agencies. Through innovation, the company uses proprietary data to build cutting edge, in-house technology, arming clients with the best resources for successful campaigns. Using in-store targeting, proximity targeting, geo-conquesting and attribution data, the platform creates audience profiles to develop measurable hyper-targeted campaigns for brands. SITO's real-time location-based marketing technology gives us the unique advantage of understanding and shaping the future of retail and consumer behavior. For more information, visit www.sitomobile.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, campaign volume and average campaign dollars, our guidance and/or expectations for future quarters, our possible or assumed future results of operations; our business strategies; our ability to attract and retain customers; our ability to sell additional products and services to customers; our competitive position; our industry environment; our potential growth opportunities; and risks, disruption, costs and uncertainty caused by or related to the actions of activist shareholders, including that if individuals are elected to our Board with a specific agenda or if control of our Board was to abruptly change, it may adversely affect our ability to effectively implement our business strategy and create value for our shareholders and perceived uncertainties as to our future direction as a result of potential changes to the composition of our Board may lead to the perception of a change in the direction of our business, instability or a lack of continuity which may be exploited by our competitors, cause concern to our current or potential customers, and may result in the loss of potential business opportunities and make it more difficult to attract and retain qualified personnel and business partners. 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 and the 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 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 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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