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SITO Appoints Bruce Rogers to Head of Marketing

Forbes Chief Insights Officer Joins SITO to Help Global CMOs Better Understand and Strengthen Relationships with Consumers through Location Data and Behavioral Insights

JERSEY CITY, N.J., March 05, 2018 (GLOBE NEWSWIRE) --[SITO Mobile, Ltd.](#) (NASDAQ:SITO) ("SITO" or the "Company"), the Consumer Behavior and Location Sciences™ company, announced today that Bruce Rogers has joined SITO as Head of Marketing. In this role, Mr. Rogers will help shape SITO's strategic positioning and guide the Company's clients to make informed business decisions based on direct insight into their target consumers' behavior.

"Joining SITO is the opportunity of a lifetime," said Bruce Rogers, SITO's Head of Marketing. "I've built a career based on understanding global CMOs' business problems and know the challenges they face in building deeper relationships with customers in today's media fragmented, mobile-first world. SITO combines location data and consumer behavior insights to help brands better understand consumer lifecycles, forming a critical piece of the puzzle that will help transform enterprise marketing initiatives."

SITO's Consumer Behavior and Location Sciences™ insights present executives with valuable data to make strategic decisions that will influence brand messaging and engagement opportunities. SITO's data provides clients with the opportunity to truly understand actual consumer behavior rather than modeled behavior that marketing departments have historically relied upon.

"At its foundation, SITO helps brands understand how consumers move throughout their everyday lives, and provides guidance for how, when, and on which touch point to communicate with individuals," said SITO CEO Tom Pallack. "We're looking forward to combining SITO's solutions with Bruce's depth and breadth of experience in understanding CMOs' business problems, to offer powerful solutions which will enable brands, agencies and our clients to make better business decisions."

Mr. Rogers is a veteran of Forbes Media, having run marketing and founding its Insights research arm and CMO Practice, incorporating editorial, research and events for marketing leaders. He also writes a column for the publication. He was part of the leadership team that grew Forbes.com into the world's leading business site, and has served as Chief Brand Officer, Chief Insights Officer and Head of the CMO Practice.

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, featuring the word "sito" in a lowercase, bold, sans-serif font. The letter "i" has a dot, and the letter "o" has a vertical line through its center.

Source: SITO Mobile, Ltd.