

May 4, 2018



SITO Mobile Schedules Conference Call to Discuss First Quarter 2018 Financial Results

JERSEY CITY, N.J., May 04, 2018 (GLOBE NEWSWIRE) -- SITO Mobile, Ltd. (SITO) ("SITO" or the "Company"), the Consumer Behavior and Location Sciences™ company, announced today that the Company has scheduled a conference call for 4:30 p.m. Eastern Time (ET) on Monday, May 14, 2018, to review financial results for its first quarter ended March 31, 2018.

Conference call information:

Date: Monday, May 14, 2018

Time: 4:30 p.m. Eastern Time (ET)

Dial in Number for U.S. & Canadian Callers: 877-407-8293

Dial in Number for International Callers (Outside U.S. & Canada): 201-689-8349

The conference call will also be webcasted live on the Investor Relations section of SITO's IR web site at <http://ir.sitomobile.com/ir-calendar>.

Participating on the call will be SITO Mobile's Chief Executive Officer, Thomas Pallack; Chief Financial Officer, Mark Del Priore and Chief Operating Officer, Bill Seagrave. The Company plans to issue an earnings release prior to the call. To join the live conference call, please dial into the above referenced telephone numbers five minutes prior to the scheduled conference call time.

A replay will be available for 2 weeks starting on May 14, 2018 at approximately 8:00 p.m. ET. To access the replay, please dial 877-660-6853 in the U.S. and 201-612-7415 for international callers. The conference ID# is 13679842.

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.

Contact:

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The logo for SITO, featuring the word "sito" in a lowercase, sans-serif font. The letters are dark gray, and the 'o' has a small gap in its right side.

Source: SITO Mobile, Ltd.