

November 5, 2018



SITO Mobile Strengthens Leadership Team with New Head of Product Development

AT&T Veteran joins SITO to develop and drive product strategy

JERSEY CITY, N.J., Nov. 05, 2018 (GLOBE NEWSWIRE) -- [SITO Mobile, Ltd.](#) (NASDAQ:SITO) the Consumer Behavior and Location Sciences™ company, today appointed a key new hire, **Alex Cherones**, to lead the company's product development team. SITO Mobile is continuing to expand its leadership team to shape the future of their product offerings.

Cherones joins SITO Mobile from AT&T, where he most recently held the title of Director of Security Solutions. Over the last 15 years, he was responsible for over \$7 billion in development responsibility. Prior to AT&T he was President of Laconia Advisors.

"We are thrilled to welcome Alex to the team, as we know his proven experience at AT&T will be instrumental in shaping the near-future of our service offerings here, while helping our customers maximize their ROI on advertising and marketing expenditure through consumer location data," said Tom Pallack, CEO at SITO Mobile.

As Head of Product Development at SITO, Cherones will lead the company's strategic development, execution and management of the company's innovative and evolving product line. He has led the creation of next-generation, big data-based advertising analytics and cybersecurity platforms. He has also managed a variety of portfolios, including advanced analytics, threat management solutions and rich communication services. In his prior role, his leadership had contributed to over \$100 million in revenue, and laid the foundation for what is now a multinational all encompassing advertising business.

"I'm excited and humbled to join the ranks of experienced leaders at SITO Mobile who have driven a culture of innovation in an ever-growing industry by leveraging their best-in-class data technology," said Cherones. Cherones holds a BBA in Finance and an MBA in finance and strategic leadership, both from Southern Methodist University.

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. 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 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.

Media Contact:

Lynne Collins

collinslynne7@gmail.com

646-286-4724

IR Contact:

Hayden IR

Rob Fink

rob@haydenir.com



Source: SITO Mobile, Ltd.