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SITO Mobile Launches New Strategic Advisory Group To Deliver ROI

Top Media Exec Sean Clayton Named Chief Strategy Officer

JERSEY CITY, N.J., Jan. 28, 2019 (GLOBE NEWSWIRE) -- SITO Mobile, Ltd. (NASDAQ:SITO) the Consumer Behavior and Location Sciences™ company, announces the appointment of Sean Clayton as Chief Strategy Officer. In his new position, Clayton will lead SITO's new Strategic Advisory Group, designed to enhance its product development offerings with a data-first, consultancy approach for evolving client needs. Clayton was previously Executive Vice President of Enterprise Solutions at SITO Mobile.

Tom Pallack, Chief Executive Officer at SITO Mobile comments:

“Under Sean’s leadership, our newly formed Strategic Advisory Group will strengthen SITO’s position and provide our enterprise clients with the powerful ad media and data-driven intelligence solutions they need to drive robust revenue growth. Sean takes on his expanded role at an exciting time for SITO Mobile. He brings extensive attribution modeling expertise, proven omni-channel results that drive business growth along with disciplined execution.”

The Strategic Advisory Group will work closely with the current sales and service force to accelerate revenue growth around SITO’s new data, cross-channel media and analytics solutions. Clayton’s new responsibilities include oversight of five client-centered consultancies:

- Entertainment and Travel;
- Retail and QSR;
- Automotive;
- Consumer Packaged Goods; and
- Pharmaceuticals.

“I’m honored to lead SITO’s new, strategic service offering. Seeing data in more than one dimension will allow our clients to truly humanize the data and create meaningful marketing moments that are fluid and delightful for their target consumers,” notes Clayton.

“We will leverage data-centric use cases and differentiated products to offer better campaign performance and deeper consumer insights, building predictive models that result in efficient media placement and increased ROI for our clients.”

Since joining SITO Mobile in 2016, Clayton has played a critical role in fortifying SITO Mobile's position as a leader in data-based marketing. In his previous roles as Vice President of Strategic Accounts and Executive Vice President of Enterprise Solutions, he

developed highly-customized, strategic media solutions and predictive models, resulting in improved performance and revenue results for SITO Mobile's cross-industry clientele.

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 September 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 have 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.

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