

August 12, 2015



SITO Mobile (Nasdaq: SITO) to Ring the Nasdaq Stock Market Closing Bell on August 13th

JERSEY CITY, N.J., Aug. 12, 2015 (GLOBE NEWSWIRE) -- SITO Mobile Ltd. (Nasdaq:SITO), a leading mobile engagement platform provider, today announced that the Company will ring the Nasdaq Closing Bell on Thursday, August 13, 2015, in honor of its recent listing on the Nasdaq Capital Market.

"The opportunity to ring the Nasdaq Closing Bell represents a tremendous achievement for the entire SITO Mobile team," said Jerry Hug, CEO of SITO Mobile. "As the mobile advertising market is set to [exceed \\$100 billion in 2016](#), we believe the Company is well positioned to continue its growth and leverage this significant market opportunity. SITO Mobile would like to thank our many colleagues, clients, and partners who helped in making this possible, and look forward to continued success in the future."

A webcast of the Nasdaq Closing Bell will be available at: <https://new.livestream.com/nasdaq/live> - The ceremony will begin at approximately 3:50pmEDT.

The Company began trading on the Nasdaq Capital Market on Monday, August 10, 2015.

About SITO Mobile Ltd.

SITO Mobile provides a mobile engagement platform that enables brands to increase awareness, loyalty and ultimately sales. For more information visit www.sitomobile.com.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial

condition to differ materially from those indicated in the forward-looking statements include, among others, our reliance on brand owners and wireless carriers, the possible need for additional capital as well other risks identified in our filings with the SEC. Any forward-looking statement made by us in this press release is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

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Source: SITO Mobile, Ltd.