



Creative Realities' Version 5.0 software powers major rollout of C-store advertising network

September 6, 2016

LOUISVILLE, KY – September 6, 2016 – Creative Realities, Inc. (“Creative Realities”, “CRI”, or the “Company”) (OTCQB: CREX), a leading digital asset management and shopper marketing solutions provider, announced today that it has released Version 5.0 of its advanced content and network management software, and is already actively provisioning Version 5.0 in a major commercial deployment.

Major Commercial Deployment

One of the first large-scale deployments of Version 5.0 is for 33 Degrees Convenience Connect, Inc. (“33 Degrees”), which has the exclusive rights to install and operate an in-store digital signage and advertising technology platform and network in the interior sales floor space of a leading US convenience store operator. This 33 Degrees client owns and operates thousands of stores in more than 40 states nationwide. Creative Realities has initially installed the 33 Degrees platform in over 115 locations in 7 states and is in process of installing another 185 locations immediately. 33 Degrees plans to aggressively expand the size of its in-store digital advertising network and platform by adding large numbers of nodes during the next phases of its deployment scheduled for the remainder of 2016 and 2017.

Chris Ott, CEO of 33 Degrees and principal of Ott Communications commented, “33 Degrees has a perfect partner in our retail operator. We have a long-term contract to establish one of the largest digital placebased advertising networks in North America, in a highly-recognized convenience store chain that are corporate owned and not franchised. Our 33 Degrees network provides an incredible opportunity to market to an average of 1,300 customers daily at each store, 45% of whom are millennial, near the point of purchase, highly cost-effectively. CRI’s turn-key solutions provide the backbone of our network and technology platform, through its installation, software and support services.”

Rick Mills, Chief Executive Officer, remarked, “The size of this opportunity from 33 Degrees over the next twenty-four months is substantial. We are excited at CRI to enable this opportunity for both 33 Degrees and their long-time convenience store customer, as well and provide and showcase the broad range of solutions and services we offer to power this implementation. This opportunity totally reflects my vision for the newly consolidated company of ConeXus and CRI.”

Version 5.0 Upgrade

Currently deployed in 50 states nationwide and 37 countries around the world, the Company’s award winning, integrated content and network management software supports a broad range of industry standard to highly complex customized customer implementations across 17 vertical markets. Version 5.0 represents a comprehensive upgrade to its current production software which contains a series of significant feature, usability and performance enhancements. Examples include enhancements related to: zone-based presentation triggers; dynamic content scheduling via metadata; browser-based player capabilities; support for lower cost media players; nested zone scheduling; client-side site server functionality; smart playlist capabilities; object-based access control; additional service APIs for systems integration, and; content management and player monitoring workflow improvements.

Rick Mills concluded, “Version 5.0 was a major milestone in our 2016 development plan, and the 33 Degrees deployment is a huge endorsement not only for Version 5.0, but our overall service offering on an enterprise level. I’m thrilled with the combination of our recently announced major client wins, sales growth and new sales leadership, and overall repositioning.”

About Creative Realities, Inc.

Creative Realities helps retailers and brands use the latest technologies to inspire shopper engagement in and around the Store. Founded 16 years ago, the firm’s evolving client base has led to recognized leadership in deploying technology aligned with strategic and consumer behavior goals at Retail. The firm has delivered consumer/shopper experiences, and is actively providing recurring services today, across diverse categories: Automotive, Apparel & Accessories, Banking, Baby/Children, Beauty, CPG, Department Stores, Electronics, Fashion, Fitness, Foodservice/QSR, Financial Services, Gaming, Luxury, Mass Merchants, Mobile Operators, and Pharmacy Retail.

About ConeXus

The Company’s ConeXus subsidiary designs, installs and services high-end audio-visual networks for global retailers, luxury brands, digital out-of-home (DOOH) companies, advertising networks, and outdoor clients. The company has four offices across North America and active installations in 40 countries.

Cautionary Note on Forward-Looking Statements

This press release contains certain statements that would be deemed “forward-looking statements” under Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and includes, among other things, discussions of our business strategies, future operations and capital resources. Words such as “may,” “likely,” “anticipate,” “expect” and “believe” indicate forward-looking statements.

These forward-looking statements may reflect management’s present expectations and estimates regarding future expenses, revenue and profitability, trends affecting our financial condition and results of operations, operating efficiencies, revenue opportunities, potential new markets, and the ability of the Company to effectively compete in a highly competitive market. Nevertheless, and despite the fact that management’s expectations and estimates are based on assumptions management believes to be reasonable and data management believes to be reliable, the Company’s actual results, performance, or achievements are subject to future risks and uncertainties, any of which could materially affect the Company’s actual performance. Risks and uncertainties that could affect such performance include, but are not limited to: the adequacy of funds for future operations; future expenses, revenue and profitability; trends affecting financial condition and results of operations; ability to convert proposals into customer orders; the ability of customers to pay for products and services; the impact of changing customer requirements upon revenue recognition; customer cancellations; the availability and terms of additional capital; ability to develop new products; dependence on key suppliers, manufacturers and strategic partners; industry trends and the competitive environment; the impact of the Company’s financial condition upon customer and prospective

customer relationships; and the impact of losing one or more senior executives or failing to attract additional key personnel. These and other risk factors are discussed in Company reports filed with the Securities and Exchange Commission.

Given these uncertainties, and the fact that forward-looking statements represent management's estimates and assumption as of the date of this press release, you should not attribute undue certainty to these forwardlooking statements. We assume no obligation to update any forward-looking statements publicly, or to update the reasons why actual results could differ materially from those anticipated in any forward-looking statements contained in this press release, even if new information becomes available in the future.

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