



## Fluent, Inc. Appoints Industry Veteran as Senior Vice President, Head of Media Strategy

April 9, 2019

**Performance marketing company continues to strengthen leadership team with the addition of Tamara Alesi**

NEW YORK, April 09, 2019 (GLOBE NEWSWIRE) -- [Fluent, Inc. \(NASDAQ: FLNT\)](#), a leading data-driven performance marketing company, today welcomed Tamara Alesi to the executive team as senior vice president of media strategy. In this role, Ms. Alesi will build and drive Fluent's global media strategies, expand customer acquisition efforts and support the company's continued focus on growth, diversification and driving customer centricity.

"As a company committed to creating meaningful connections between consumers and brands, we understand the importance of evolving with today's ever-shifting media marketplace," said Ryan Schulke, CEO of Fluent. "With the addition of Tam's leadership and expertise in media and marketing, both agency and client side, we look forward to her having a meaningful impact and leading the way when it comes to providing real-world outcomes for our partners."

Ms. Alesi brings to the role more than 20 years of integrated marketing and media experience, most recently serving as Vice President, head of Performance Marketing of leading beauty box subscription based service, [Birchbox](#). During her time there, she invigorated the growth of the performance marketing engine and defended the company's position as an industry-changing force in beauty commerce.

"I'm thrilled to be joining Fluent's executive team at such a monumental time," said Ms. Alesi, as Senior Vice President of Media Strategy. "Fluent has grown considerably in the past year, and I'm energized to further contribute to that growth, advancing our differentiated position as a data-first performance engine focused on real-world outcomes, rather than vanity metrics. Our ability to deliver predictable results for our clients, while simultaneously providing great value for consumers at large, is a game changer for the marketplace. It's a win-win proposition in my mind – and something brands should be eager to implement. I look forward to making my own impact on the company-at-large and to having the opportunity to witness the Company's momentum first-hand moving forward."

Prior to Birchbox, Ms. Alesi served as managing partner and executive business lead, integrated strategic planning at MediaCom, where she led the business strategy for global brands including, Revlon, Subway, Whole Foods Market and American Eagle.

To learn more about Ms. Alesi and Fluent's executive team, please visit [www.fluentco.com](http://www.fluentco.com).

### About Fluent, Inc.

[Fluent, Inc.](#) (NASDAQ: [FLNT](#)) is a leading performance marketing company with an expertise in creating meaningful connections between consumers and brands. Leveraging our proprietary first-party data asset of opted-in consumer profiles, Fluent, Inc. drives intelligent growth strategies that deliver superior outcomes. Founded in 2010, the company is headquartered in New York City.

### Forward-Looking Statements

This press release contains "forward-looking statements," as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "plans," "projects," "will," "may," "anticipate," "believes," "should," "intends," "estimates," and other words of similar meaning. Such forward looking statements are subject to risks and uncertainties that are often difficult to predict, are beyond our control and which may cause results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which are based on our expectations as of the date of this press release and speak only as of the date of this press release. Readers are also advised to consider the factors under the heading "Forward-Looking Statements" and "Risk Factors" in the Company's Annual Report on Form 10-K, as may be supplemented or amended by the Company's Quarterly Reports on Form 10-Q and other SEC filings. The Company undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by law.

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