



Fluent, Inc. to Ring NASDAQ Closing Bell in Celebration of First Year as a Stand-Alone Public Company

April 19, 2019

Company growth, new corporate headquarters and professional industry recognition round out Fluent's highlights for the year

NEW YORK, April 19, 2019 (GLOBE NEWSWIRE) -- [Fluent, Inc.](#) (NASDAQ: [FLNT](#)), a leading data-driven performance marketing company, announced today that it has been invited to ring the NASDAQ Stock Market closing bell on Tuesday, April 23, 2019 at 4:00 p.m. ET to commemorate its first year as a stand-alone public company.

"It's an honor for us to ring the NASDAQ closing bell after such a momentous year," said Ryan Schulke, CEO of Fluent. "I'm extremely proud of everything we've accomplished, especially when it comes to internal growth and industry acknowledgement. I look forward to continuing to make an impact for our shareholders, clients and employees as we head into our second year as a stand-alone company and to pushing the digital marketing industry forward."

Fluent reported revenue of \$250.3 million in 2018, an increase of 18% over 2017. Since becoming a stand-alone public company in March 2018, Fluent has grown its executive team, including the appointment of [Tamara Alesi](#) who was recently brought on as Senior Vice President of Media Strategy.

"The appointment of Tam, as well as a number of other executives from this past year, has been instrumental in our commitment to the continued growth and profitability of our brand," Schulke said. "We are thrilled to have recently welcomed such a large number of valuable employees to the Fluent team, and I'm looking forward to everyone's support in helping to advance Fluent's differentiated position as a data-first performance engine focused on real-world outcomes."

The addition of Ms. Alesi to the executive leadership team at Fluent, as well as other notable hires [Alex Mandel](#) as Chief Financial Officer, [Andrea Haldeman](#) as Senior Vice President of Sales and [Brian Hogan](#) as President of Fluent Programmatic, marks the next chapter of the organization's growth.

Furthermore, the Company recently moved into its new corporate headquarters at 300 Vesey Street, 9th Floor, New York, NY 10282 to accommodate Fluent's increased headcount. The Company relocated its New York office from its previous 26,000 sq. ft. space to a 43,000 sq. ft. space that better reflects Fluent's culture as a disruptive performance marketing company and was designed to increase collaboration and efficiencies across the organization.

In addition to expanding its footprint, this past year has also been one of recognition for Fluent. The Company was recently ranked as the No. 8 fastest growing mobile app traffic source in North America, per the latest [AppsFlyer Performance Index](#); awarded Marketing EDGE's 2018 Corporate Disruptor Award for the creation and development of teaching materials that contributed to ensuring the market-readiness of college and university-level students; and was named one of Crain's Best Places to Work in NYC 2018. Ranked No. 6, Fluent was recognized for its working conditions, benefits, and corporate culture.

To learn more about Fluent, please visit 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.

Contact Information:

Investor Relations
Fluent, Inc.
(917) 310-2070
InvestorRelations@fluentco.com

Walker Sands Communications
Liza Massingberd
312-319-7666
liza.massingberd@walkersands.com



