



Fluent, Inc. Appoints Dan Hall as Chief Technology Officer

May 14, 2019

Performance marketing company continues to strengthen leadership team with former Infogroup executive

NEW YORK, May 14, 2019 (GLOBE NEWSWIRE) -- [Fluent, Inc. \(NASDAQ: FLNT\)](#), a leading data-driven performance marketing company, today announced the appointment of Dan Hall as its chief technology officer to help the Company continue to scale its business.

In this role, Mr. Hall will support the Company's continued focus on diversification of its products and driving best in class services for its clients. Additionally, he will help Fluent build a scalable infrastructure to support its rapid growth and lead high-performance technical teams to drive innovation and create efficiencies across the Company at large.

"We're thrilled to introduce our company's first CTO and to have a leader of Dan's stature join our Leadership team," said Ryan Schulke, CEO of Fluent. "Dan's appointment comes at a critical juncture, as we enhance and scale our technology, product and data infrastructures to support our aggressive business growth. Dan's strong engineering background and outstanding record of accomplishment as a thought leader in crafting and evolving technological strategy, is further augmented by his ability to play a key architectural role with the product development teams."

A military veteran who specialized in electronic warfare, Mr. Hall brings to the role more than 20 years of experience in marketing technology and analytics after most recently serving as Chief Technology Officer of Infogroup, a leading provider of data and marketing solutions. Throughout his time there, he organized a highly distributed technology organization, updated technology solutions, and brought operational focus to the business.

"Fluent is on the forefront of the marketing technology boom, and there continue to be opportunities to foster innovation and adopt new solutions," said Mr. Hall. "I'm honored to have been entrusted to lead our current and future technology initiatives and to begin working with Fluent's team to continue to make an impact in the performance marketing space."

Mr. Hall earned his B.A. in Economics from Northern Michigan University. Prior to Infogroup, he held a role as senior director of analytics at Time Warner Cable, now Spectrum.

To learn more about Mr. Hall and Fluent's executive team, 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.

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