



## Fluent, Inc. Taps Katherine Rae to Lead People Strategy

April 26, 2018

**Former Sprinklr HR Business Partner will head up Human Resources as the Company continues to expand**

NEW YORK, April 26, 2018 (GLOBE NEWSWIRE) -- Fluent, Inc. (NASDAQ:FLNT), a leading data-driven performance marketing company, today announced that the Company has appointed Katherine Rae as Head of People, effective immediately. In this role, Rae will oversee all areas of the HR function, including Talent Acquisition, Recruitment, Diversity and Inclusion, and Employee Engagement as the Company executes on its aggressive growth strategy.



Katherine Rae

"We are delighted to welcome Katherine to the Fluent team," said Don Patrick, Fluent's COO. "Katherine's outstanding record of accomplishments is an immeasurable asset that will help to drive our talent strategy, including diversity and inclusion, as we focus on hiring rapidly to meet our growth initiatives and continue to innovate and expand our business."

Rae is a recognized leader in driving organizational change through her progressive and international human resource approach. With over 10 years of experience in the industry, she has successfully developed teams at Informa Plc, in several HR positions, including the Global Offices Manager, and worked as a Management Consultant within the People and Operations team for PwC. Most recently, Rae acted as a Strategic HR Business Partner for Sprinklr, a start-up within the Tech space.

"I am thrilled to join Fluent during a period of exponential growth and am excited to be driving the company's momentum forward leading our People and Places team," said Rae. "Fluent's commitment to the employee experience and the importance it places on enhancing and developing our company culture reflects the high value and respect given to its people. I'm looking forward to driving our People and Places strategy with the mind set of unleashing our employees to achieve their highest potential."

The addition of Rae to the leadership team follows a series of significant hires by the Company, including the appointment of Patrick, former Merkle COO, to its Executive team and the board appointment of former Epsilon CEO, Andy Frawley.

### **About Fluent, Inc.**

Fluent (NASDAQ:FLNT) is the trusted growth partner for brands and advertisers. Customer focused and performance obsessed, we leverage our unique first party data asset to improve how marketers engage with consumers and activate audiences to drive better results. The company is headquartered in New York City. For more information, visit [www.fluentco.com](http://www.fluentco.com).

### **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. These 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, including whether we will continue to have growth and success and whether we will execute on our aggressive growth strategy. 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 and are advised to consider the factors listed above together with the additional factors under the heading "Forward-Looking Statements" and "Risk Factors" in the Annual Report on Form 10-K filed by Cogint, Inc., n/k/a Fluent, Inc., as may be supplemented or amended by Fluent's Quarterly

Reports on Form 10-Q and other SEC filings. We undertake no obligation to publicly update or revise any forward-looking statement, whether because of new information, future events or otherwise, except as required by law.

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A photo accompanying this announcement is available at <http://resource.globenewswire.com/Resource/Download/309bea05-4f5f-4eab-b9d0-1f23c769cbfa>



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