Fluent, Inc. Appoints Brian Hogan to Lead Fluent Health

May 15, 2018

Former LifeScript executive joins team as the Company rolls out a new division

NEW YORK, May 15, 2018 (GLOBE NEWSWIRE) -- Fluent, Inc. (NASDAQ:FLNT), a leading data-driven performance marketing company, today announced that the Company has appointed Brian Hogan as President, Fluent Health, effective immediately. In this role, Hogan will oversee the launch of the health marketing division as the company continues to aggressively grow and expand its business.

“With his expertise in health marketing and impeccable track record of building new data-driven platforms, Brian is a tremendous addition to the team,” said, Matt Conlin, President and Co-Founder. “We are thrilled to welcome him as we continue to expand our business and evolve how we service different verticals and monetize our data assets.”

Hogan, a successful entrepreneur and co-founder of LifeScript, is an accomplished executive with over 18 years in digital marketing, data and marketing services. Under his leadership as COO, LifeScript became one of the most visited online health destinations, generated over $85 million in revenue in 2016, and was named one of the INC 5000 Fastest Growing Companies in 2017. During his tenure, Hogan launched their performance marketing platform which became the largest in the health information sector.

“Fluent is poised to become a dominant player in health marketing given its unique first party and self-declared data asset,” said Hogan. “I am excited to join the team and to be driving the company’s momentum forward as we expand into the health vertical.”

Hogan is joined by multiple team members including, Morgan Rigsbee, VP, Product & Strategy, Fluent Health and Allison Fee, Director, Programmatic Sales. While at LifeScript, this team formed the LifeScript Data Solutions group where they launched and managed the company’s successful programmatic division. Together they built one of the largest programmatic data marketing platforms in the health sector.

The creation of Fluent Health is the latest in a number of significant moves by the company to grow and expand its business. With these additions to the team, Fluent expects to further diversify its solutions to continue to drive value and results for our clients.

About Fluent, Inc.
Fluent (NASDAQ:FLNT) is the trusted acquisition partner for both established and growing brands. Leveraging our proprietary first party data asset, Fluent creates marketing programs that deliver better digital advertising experiences for consumers and measurable results for advertisers. Founded in 2010, the company is headquartered in New York City. For more information, visit 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 expansion and whether we will be able to diversify our solutions. 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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Source: Fluent, Inc.