



Fluent, Inc. to Participate in UBS' "Data-Driven Uncertainty" Event

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NEW YORK, Nov. 27, 2018 (GLOBE NEWSWIRE) -- Fluent, Inc. (NASDAQ: FLNT), a leading data-driven performance marketing company, today announced that it will be participating in UBS' "Data-Driven Uncertainty" event, which will explore the changes and challenges facing the marketing industry today.

Ryan Schulke, Co-Founder & CEO of Fluent, will be a part of the panel-based discussion, which will be held on Thursday, November 29, 2018 at the SIXTY Soho Hotel in New York City. Fellow participants include Mahmoud Arram, Co-Founder & CTO of Bluecore, Eric Sheridan, Managing Director, UBS Internet Equity Analyst, and Bruce Biegel, Senior Managing Director, Winterberry Group.

The panellists will discuss how rapidly evolving regulatory, consumer, and market forces are impacting business strategy, growth opportunities, and valuations for the data-driven marketing industry. With each public data breach, privacy lawsuit and potential regulatory change, the data-driven marketing industry is under growing pressure to balance growth and engagement objectives with heightened expectations around the stewardship of consumer data. Europe made the first move in drawing specific guidelines via recently-implemented GDPR regulations; now it remains to be seen if or how U.S. lawmakers will follow suit and what the impacts will be.

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.

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