



Fluent, Inc. Named a Top Mobile Media Source in the AppsFlyer Performance Index Edition VIII

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Performance marketing company ranked highly in North America Growth Index

NEW YORK, April 02, 2019 (GLOBE NEWSWIRE) -- Fluent, Inc. (NASDAQ: FLNT), a leading data-driven performance marketing company with an expertise in creating meaningful connections between consumers and brands, debuted at No. 8 in the latest [North America AppsFlyer Growth Index](#).

To compile this edition of the Growth Index, AppsFlyer compared the top 350 media sources in the second half of 2018 against the first half of 2018 across a number of factors, including install growth, number of apps growth and average installs per app growth. Fluent scored highly across the board, earning the No. 8 spot in North America in the second-ever edition of the AppsFlyer Growth Index. Only 10 percent of companies in the current edition also appeared in the previous version, underscoring the magnitude of Fluent's growth.

"We operate in a highly competitive media landscape, and debuting at No. 8 in AppsFlyer's Growth Index speaks to the impact our solutions make on our clients' growth objectives and specifically their user acquisition programs," said Andrea Haldeman, SVP, Sales at Fluent. "Our collection of insights and unique inventory, coupled with our team's strategic counsel are second to none. This recognition kicks off what we anticipate to be a year of strong growth for our company."

The industry-standard AppsFlyer Performance Index Edition VIII is the most comprehensive Index to date, covering 20 billion installs and 39 billion app opens across 11,500 apps. AppsFlyer introduced the Growth Index in the previous edition to showcase up-and-coming media sources and encourage a diversified ecosystem. The Index offers app marketers a deep understanding on the performance of mobile media sources in the second half of 2018.

To learn more about what makes Fluent a top growth media source, visit <https://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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