



Fluent, Inc. Promotes Tamara Alesi to Chief Growth Officer

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Alesi to accelerate the Company's focus on innovation in an increasingly competitive digital marketing landscape

NEW YORK, May 21, 2019 (GLOBE NEWSWIRE) -- [Fluent, Inc. \(NASDAQ: FLNT\)](#), a leading data-driven performance marketing company, today announced the promotion of Tamara Alesi to Chief Growth Officer effective immediately.

"With the combination of increased competition and more ways to interact with consumers than ever before, brands must start prioritizing and strategizing differently," said Alesi. "I am thrilled to take on this important role to lead the next phase of our company's growth as we diversify and expand the value we deliver for our users and clients."

As Chief Growth Officer, Alesi will play a key role in overall business innovation, media and operations, including new product development and strategy. She will also serve as a key thought leader and partner to the CEO and executive leadership team.

"As a company committed to creating valuable outcomes for our clients, this newly created position establishes growth from innovation as a priority," said Ryan Schulke, CEO of Fluent. "Tam has quickly established herself and made a meaningful impact at Fluent, and this expanded role within our leadership team highlights a distinct and important evolution for us."

A marketing and media industry veteran with over 20 years of experience, Alesi joined Fluent earlier this year as Senior Vice President of Media Strategy. Prior to Fluent as an agency executive, she built and managed several global, Fortune 500 brands including, Apple, Revlon, Subway, L'Oreal, and American Eagle.

Alesi will also represent Fluent next month at the Cannes Lions Festival, where she is co-moderating a town hall with Lynn Branigan, President & CEO of She Runs It. The topic is "Bad-ass Bosses."

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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