



IDI, Inc. Appoints Michael Brauser as Executive Chairman of the Board

June 26, 2015

Leading Team of Renowned Technology-Industry Executives Positions IDI to Become a Leading Player in the High-Growth Data Fusion Industry

BOCA RATON, Fla.--(BUSINESS WIRE)--Jun. 26, 2015-- **IDI, Inc. (NYSE MKT: IDI)**, an information solutions provider, today announced that Michael Brauser has been appointed Executive Chairman of the Board of Directors. Mr. Brauser replaces Robert Fried who remains a director on the Board.

Mr. Derek Dubner, Co-CEO of IDI, Inc. stated, "Since the completion of the strategic acquisition of Interactive Data by The Best One, Inc. ("TBO"), which Michael Brauser co-founded, and subsequent merger with IDI, we have realigned our infrastructure and put in place a team of leaders that bring together the unparalleled experience and expertise to transform the existing data fusion industry utilizing our advanced technology platform. We are honored to have Michael Brauser serve as Executive Chairman of our Board and to help lead our team."

Michael Brauser has been a key player in the Data Fusion sector since its earliest days, having built market-leading companies that collectively have produced revenues of over \$2 billion. These include, Kertz Security, which was acquired by Wayne Huizenga in 1995 for \$28 million; Naviant, an internet marketing company that was sold to Equifax in 2001 for \$135 million; Seisint, which Reed Elsevier purchased in 2004 for \$775 million; 5to1, an Internet advertising company that Mr. Brauser sold to Yahoo in 2011 for \$28 million; and Interclick, which was also acquired by Yahoo in 2011, for \$280 million.

Since TBO's merger with IDI in March 2015, a significant amount of progress has been made laying the groundwork for IDI to transform itself into a leading player within the Data Fusion industry. Having identified a tremendous need for more advanced data solutions in today's information-driven world, IDI is now expanding its focus to include the Risk Management and Marketing industries, as well as Data Analytics.

Mr. Dubner continued, "The leadership assembled at IDI is comprised of industry executives who bring forth combined experience of 50+ years. We are excited to bring our cutting-edge, advanced data mining solutions to data-driven markets that demand today's most advanced data fusion systems."

About IDI, Inc.

IDI, Inc. is an information solutions provider focused on the multi-billion dollar data-fusion market. IDI delivers otherwise unattainable insight into the ever-expanding universe of consumer- and business-centric data. Through proprietary linking technology, advanced systems architecture, and a massive data repository, IDI will address the rapidly growing need for actionable intelligence to support the entirety of the risk management industry, for purposes including due diligence, risk assessment, fraud detection and prevention, authentication and verification, and more. Additionally, IDI's cross-functional core systems and processes are designed to deliver an unrivalled level of clarity into consumer data to support advanced marketing analytics.

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Forward-Looking Statements Disclaimer

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 include statements about whether we have put in place a team of leaders that bring together the unparalleled experience and expertise to transform the existing data fusion industry utilizing our advanced technology platform. There are a number of important factors that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including the risks set forth in IDI's Annual Report on 10-K, filed with the SEC on April 15, 2015, as well as the other factors described in the filings that IDI makes with the SEC from time to time. You 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. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.



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