



## IDI Adds Industry Veteran Daniel Lanphere as Vice President of Sales

August 24, 2015

### *Former LexisNexis Sales Executive Brings 18 Years of Experience to Company*

BOCA RATON, Fla.--(BUSINESS WIRE)--Aug. 24, 2015-- **IDI, Inc. (NYSE MKT: IDI)**, an information solutions provider, today announced that it has hired Daniel Lanphere, a sales professional with 18 years of direct experience in the technology, data and service solutions industries. Lanphere is a results-driven executive with a diverse background and skillset that encompasses sales, marketing, operations and business resource management in multiple industries. In his role, Lanphere will direct IDI's sales and marketing-related functions, playing a key role in driving the Company's sales strategies to further generate customer demand and achieve revenue objectives.

His professional experience includes senior management positions at Reed Elsevier's LexisNexis, a leading provider in the data fusion industry, among other data and technology-focused companies. His efforts at LexisNexis were a contributing factor behind the company's ability to maintain existing customer relationships within his regions, with the addition of millions of dollars in incremental business. Most recently, he served as Senior Vice President of Sales and Marketing at Verisys Corp., where he was responsible for the growth of the company's SaaS and data aggregation businesses.

Derek Dubner, Co-CEO of IDI, Inc. stated, "We are pleased to have Dan join our expanding team. Given his impressive industry background, we believe he will make a significant contribution to our rapidly growing company. Our ability to attract talent like Dan further validates our strategic plan. We are seeing tremendous enthusiasm for our products and have added hundreds of new customers thus far in 2015. With Dan on-board, we believe customer adoption will only accelerate."

IDI now employs more than 40 people with offices in Boca Raton, Florida; Atlanta, Georgia; and Seattle, Washington.

#### **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 products and solutions to the marketing industry and to enable the public and private sectors to layer our solutions over their unique data sets, providing otherwise unattainable insight.

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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 Daniel Lanphere joining as Vice President of Sales will make a significant contribution to IDI and whether customer adoption of IDI's product will accelerate. 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, IDI's Quarterly Report on Form 10-Q filed with the SEC on August 14, 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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