



## Fluent, LLC to Present at Industry Events in January 2016

January 13, 2016

NEW YORK--(BUSINESS WIRE)--Jan. 13, 2016-- Fluent, LLC, an IDI company (NYSE MKT: IDI), an industry leader in people-based digital marketing and customer acquisition, today announced it will be presenting at two industry events in January: MediaPost Marketing Politics Conference and Contact.io.

### MediaPost Marketing Politics Conference

Jordan Cohen, Fluent's Chief Marketing Officer, will deliver the latest news on Fluent's political products, and discuss recent industry highlights in political marketing at 1:10pm ET on Wednesday, January 20, 2016 at the Hyatt Regency Washington Capitol Hill in Washington, DC. In addition to the presentation, Mr. Cohen will be available for one-on-one meetings.

The 2016 edition of MediaPost's annual Marketing Politics event will assess the tactics and strategies – red, blue, local, national, up and down ballot. For further information please visit <http://www.mediapost.com/marketing-politics/>.

### Contact.io 2016 Conference

Daryl Colwell, Fluent's Senior Vice President of Sales, will participate in a panel titled, "Call Networks - Value vs. Virtue. Do They Help Develop the Channel or Get in the Way?" at 10:45am PT on Wednesday January 20, 2016 at the Hotel Nikko in San Francisco, CA. In addition to the roundtable session, Mr. Colwell will also be available for one-on-one meetings.

The conference is expected to bring over 500 marketers, entrepreneurs, and technology leaders spanning some of the largest sectors of the economy from financial services, healthcare, home services, professional services, and travel, all focused on the call marketing ecosystem. For further information, please visit <http://www.contact.io>.

### About Fluent

Fluent, LLC, an IDI company (NYSE MKT: IDI), is an industry leader in people-based digital marketing and customer acquisition, serving over 500 leading consumer brands and direct marketers. Leveraging a massive reservoir of proprietary audience data, as well as millions of real-time survey interactions with consumers every day, Fluent enables advertisers to more effectively target and acquire their most valuable customers, with precision, at a massive scale. The company's headquarters is in New York City, with a satellite office in Washington, DC. For more information visit <http://www.fluentco.com/>.

### 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 addresses the rapidly growing need for actionable intelligence to support 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. For more information visit <http://ididata.com/>.

### 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. 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 and are advised to consider the factors listed above together with the additional 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. 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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