



Fluent, LLC to Present at Industry Events in February 2016

February 10, 2016

NEW YORK--(BUSINESS WIRE)--Feb. 10, 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 February: The Future of Email Conference and The 2016 LiveRamp RampUp! Summit.

The Future of Email Tour – San Francisco Regional Event

Jordan Cohen, Fluent's Chief Marketing Officer, will deliver a presentation titled "The Future of Email is Identity" at 4:30pm PT on Thursday, February 18, 2016 at Mid-Market Events in San Francisco, CA.

The Future of Email Tour features the email marketing industry's most influential thought leaders and technologists who are shaping the most innovative solutions available on the market today. In addition to Mr. Cohen, executives from Experian Marketing Services, LiveClicker, and Email Aptitude will be presenting their insights. For more information, please visit <http://thefutureofemail.com/sanfrancisco/>.

The 2016 LiveRamp RampUp! Summit

Jordan Cohen, Fluent's Chief Marketing Officer, will participate on a panel titled, "What Makes Us Tick: Tried and True Customer Adoption Tactics" at 10:40am PT on Tuesday, February 23, 2016 at the Fairmont Hotel in San Francisco, CA.

The RampUp! Summit is LiveRamp's annual client and partner conference, and has become one of the premier events for leaders in advertising technology. Organizers are expecting to host over 1200 delegates from around the world, including over 750 executive level attendees. For further information, please visit <http://rampup2016.com/>.

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://www.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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