



IDI, Inc. & Fluent, LLC to Present at Industry Events in March 2016

March 2, 2016

NEW YORK--(BUSINESS WIRE)--Mar. 2, 2016-- IDI, Inc. (NYSE MKT:IDI), a data and analytics company, and Fluent, LLC, an IDI company and an industry leader in people-based digital marketing and customer acquisition, today announced that they will be presenting at three industry events in March 2016: Brand Innovators—Austin, The 28th Annual ROTH Conference, and EyeForTravel's San Francisco Travel.

Brand Innovators—Austin

Fluent's Chief Marketing Officer, Jordan Cohen, will discuss the strategies, tactics, and technologies that sophisticated digital marketers are using to acquire their best customers, with precision, at a massive scale. He will highlight how brands and direct marketers are using data modeling, real-time interaction with consumers, and people-based marketing platforms to aggressively grow the top of the funnel while maintaining high engagement rates and ROI. Cohen's keynote presentation will be held on Friday, March 11, 2016 at 2:55pm CT at Lamberts Restaurant in Austin, TX during SXSW 2016.

The Brand Innovators Summits provide brand marketers with best practices, case studies, and proof points, demonstrating how "best of breed" brands are leveraging electronic media. Attendees will hear first-hand from client side CMOs, media directors, and brand managers about how they are reaping the benefits of digital media. From thoughtful panel discussions and workshops, to insightful keynotes from the most innovative leaders in brand management, our speakers will share their core strategies and tactics for creating winning online advertising and social media campaigns. For further information, please visit <http://brand-innovators.com/austin/agenda-3-11-16/>.

The 28th Annual ROTH Conference

IDI's Chief Executive Officer, Derek Dubner, and Fluent's Chief Executive Officer, Ryan Schulke, will deliver the Company's corporate presentation and discuss its recent business highlights on Monday, March 14, 2016 at 12:30pm PT in Dana Point, CA. A live webcast will be available in the company's investor relations section of the website at www.ididata.com or at <http://wsw.com/webcast/roth30/idi>.

The annual ROTH conference is one of the largest of its kind in the U.S. Following the success of previous years' events, the ROTH Conference, with more than 500 participating companies and over 3,000 attendees, will feature presentations from hundreds of public and private companies in a variety of sectors. Institutional investors, private equity investors, VCs, company executives and service providers working in the small and mid-cap space attend the conference.

For further information, please visit www.roth.com.

EyeForTravel's San Francisco Travel

Fluent's Chief Marketing Officer, Jordan Cohen, will participate in a panel titled "The Do's and Don'ts of Mobile Advertising", on Monday, March 14, 2016 at 2:30pm PT in San Francisco, CA. The panel will focus on understanding key advances and opportunities to target customers on the move, from engaging content to social reach, learn from top influencers in the market how best to target your consumers. Also participating on the panel will be Brooke Riley, Account Executive Travel at Google, Will Phung, VP of Americas at M&C Saatchi, and Sanjay Bhatia, Client Partner at Facebook/Instagram.

Mobile is fundamentally changing the way online travel brands do business. Not since the arrival of the web, has there been such a seismic shift in the industry. Mobile is not only fueling key shifts in consumer behavior but also it is also facilitating new business models and industry partnerships. This two day executive conference enables industry leaders to meet, network and do business with senior Online Travel, Tourism and Hospitality executives working in the areas of mobile, technology and innovation. For further information, please visit <http://events.eyefortravel.com/mobile/>.

About IDI, Inc.

At IDI, we believe that time is your most valuable asset. Through powerful analytics, we transform data into intelligence, in a fast and efficient manner, so that our clients can spend their time on what matters most – running their organizations with confidence. Through leading-edge, proprietary technology and a massive data repository, our data and analytical solutions harness the power of data fusion, uncovering the relevance of disparate data points and converting them into comprehensive and insightful views of people, businesses, assets and their interrelationships. We empower clients across markets and industries to better execute all aspects of their business, from managing risk, conducting investigations, identifying fraud and abuse, and collecting debts, to identifying and acquiring new customers. At IDI, we are dedicated to making the world a safer place, to reducing the cost of doing business, and to enhancing the consumer experience. For more information visit <http://www.ididata.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/>.

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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