



Fluent, LLC to Present at The NAB Show Media Finance and Investor Conference

April 15, 2016

NEW YORK--(BUSINESS WIRE)--Apr. 15, 2016-- Fluent, LLC, an IDI company (NYSE MKT: IDI) and an industry leader in people-based digital marketing and customer acquisition, today announced that it will be presenting at the NAB Show Media Finance and Investor Conference.

NAB Show Media Finance and Investor Conference

Fluent's Chief Marketing Officer, Jordan Cohen, will participate in a panel titled "Political Advertising Outlook" on Monday, April 18, 2016 at 11:40am PT at the Encore at Wynn in Las Vegas, NV. The panel will discuss the political advertising outlook across all mediums, and explore whether political advertising money is shifting from TV and radio to digital marketing channels. Panelists will provide their views of the political advertising spend as well as the changing political advertising revenue pie. Mr. Cohen will participate in a Q&A session regarding Fluent on Tuesday, April 19, 2016 at 4:00pm PT.

The NAB Show Media Finance and Investor Conference (MFIC) features C-level discussions with institutional investors, from a sector perspective as well as briefings on the performance of individual corporations. For further information, please visit <http://www.nabshow.com/attend/media-finance-and-investor-conference>.

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.

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/>.

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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