



## Fluent CEO Ryan Schulke and President Matt Conlin Named EY Entrepreneur Of the Year® 2016 Semifinalists in New York

April 26, 2016

NEW YORK--(BUSINESS WIRE)--Apr. 26, 2016-- Fluent, LLC, an IDI company (NYSE MKT:IDI) and an industry leader in people-based digital marketing and customer acquisition, today announced that its CEO, Ryan Schulke, and President, Matt Conlin are semifinalists for the EY Entrepreneur Of The Year® 2016 Award in the New York Region. The awards program, which is celebrating its 30th year, recognizes entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. Mr. Schulke and Mr. Conlin were selected as semifinalists by a panel of independent judges. Award winners will be announced at a special gala event on Wednesday, June 22, 2016 at the New York Marriott Marquis.

"We are thrilled to be semifinalists for the EY Entrepreneur of the Year Award," said Mr. Schulke. "This has been a seminal year for Fluent, from the opening of new offices in Washington D.C. and Detroit, to our acquisition by publicly traded IDI, Inc. this past December. It is an honor to receive this recognition, and we are just getting started."

"Fluent has continued to grow and innovate, and this recognition is tremendous validation of our vision and progress to-date," said Mr. Conlin. "As much as we are thrilled to be semifinalists for the EY Entrepreneur of the Year Award, we couldn't have accomplished this feat without the hard work and dedication of the entire Fluent team, and the ongoing support of our incredible partners and clients."

Now in its 30th year, the EY Entrepreneur Of The Year program has expanded to recognize business leaders in more than 145 cities in more than 60 countries throughout the world.

Regional award winners are eligible for consideration for the EY Entrepreneur Of The Year National program. Award winners in several national categories, as well as the EY Entrepreneur Of The Year National Overall Award winner, will be announced at the EY Entrepreneur Of The Year National Awards gala in Palm Springs, California, on November 19, 2016. The awards are the culminating event of the EY Strategic Growth Forum®, the nation's most prestigious gathering of high-growth, market-leading companies.

### Sponsors

Founded and produced by EY, the Entrepreneur Of The Year Awards are nationally sponsored by SAP America, Merrill Corporation and the Ewing Marion Kauffman Foundation.

In New York, sponsors also include Empire Valuation Consultants, Pine Hill Group, SolomonEdwardsGroup, DLA Piper, Orrick Herrington & Sutcliffe LLP and SmartCEO.

### 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 satellite offices in Washington, DC and Detroit. 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/>.

### About EY Entrepreneur Of The Year®

EY Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 145 cities in more than 60 countries.

### About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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