



IDI, Inc. and Fluent, LLC to Present at Industry Events in August 2016

August 1, 2016

BOCA RATON, Fla.--(BUSINESS WIRE)--Aug. 1, 2016-- IDI, Inc. (NYSE MKT:IDI), a data and analytics company, and Fluent, LLC, an industry leader in people-based digital marketing and customer acquisition, today announced that they will be presenting at five industry events in August 2016: Affiliate Summit East, CampaignTech Chicago, Future of Email – Boston, World Investigators Conference, and Future of Email – Minneapolis.

Affiliate Summit East

Fluent's Senior Vice President of Sales, Daryl Colwell, will host an "Ask the Experts" roundtable discussion session titled, "Adopt Strategies for Marketing to People, Not Pixels," on Monday, August 1, 2016 at 5:00pm ET at the Marriott Marquis in New York, NY.

The Affiliate Summit East 2016 Agenda is packed with sessions that will help better understand the evolving landscape of performance marketing. For further information, please visit: <http://affiliatesummit.com/events/ase16-main/>.

CampaignTech Chicago

Fluent's GM of Political and Advocacy Solutions, Jeff Pavelcsyk, will give a presentation titled, "Election 2016 Marketing Techniques," on Thursday, August 4, 2016 at 12:15pm CT at Venue Six10 in Chicago, IL.

CampaignTech puts the spotlight on the newest digital strategies, tactics, marketing tools, and ground-breaking technologies for this campaign cycle and beyond. From political campaigns, to issue advocacy and grassroots mobilization, technology has revolutionized how battles are fought and won. For further information, please visit <http://campaigntechchicago.com/>.

Future of Email – Boston

Fluent's Senior Vice President of Sales, Daryl Colwell, will participate on a panel discussion on identity and the future of email, which will be held on Thursday, August 4, 2016 at 4:30pm ET at Ned Devine's in Boston, MA.

Learn about the latest technologies, cutting-edge campaign strategies, and can't-miss tactics you can use to transform email in 2016 and beyond. The industry's most influential trailblazers, thought leaders, and technologies will converge for one evening of jam-packed information to help you bring your email marketing program into the future. For further information, please visit <http://thefutureofemail.com/boston/>.

World Investigators Conference

IDI's Chief Executive Officer, Derek Dubner, will give a presentation titled "The Evolution of Data Fusion," on Thursday, August 18, 2016 at 1:30pm CT at La Torretta Lake Resort & Spa in Montgomery, Texas.

The World Investigators Conference only takes place every 5-6 years and has a reputation of attracting the largest group of private investigators from around the world. For further information, please visit: <http://2016wic.com/>.

Future of Email – Minneapolis

Fluent's Senior Vice President of Sales, Daryl Colwell, will participate on a panel discussion on identity and the future of email, which will be held on Thursday, August 18, 2016 at 4:30pm CT at the Muse Event Center in Minneapolis, MN.

Learn about the latest technologies, cutting-edge campaign strategies, and can't-miss tactics you can use to transform email in 2016 and beyond. The industry's most influential trailblazers, thought leaders, and technologies will converge for one evening of jam-packed information to help you bring your email marketing program into the future. For further information, please visit <http://thefutureofemail.com/minneapolis/>.

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.

About Fluent, LLC

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/>.

RELATED LINKS: <http://www.ididata.com> and <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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Source: IDI, Inc.

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