



Fluent Named One of Fortune's 10 Best Workplaces in Advertising and Marketing

August 24, 2016

Fluent has been recognized for its commitment to a strong company culture

NEW YORK--(BUSINESS WIRE)--Aug. 24, 2016-- Fluent, LLC, an IDI company (NYSE MKT:IDI) and an industry leader in people-based digital marketing and customer acquisition, today announced it was named as one of Fortune's 10 Best Workplaces in Advertising and Marketing 2016.

Fluent, which was listed as #3, was recognized for its commitment to work-life balance, approachable senior management team, and positive office culture. Company activities highlighted by Fortune's list include holiday celebrations, happy hours, as well as weekly in-office yoga classes and catered meals.

"We are honored to be selected by Fortune for this award," said Matthew Conlin, President of Fluent. "For a growing tech company like ours, there are few things more gratifying than having our employees enjoy coming to work every day. We find that when everybody is happy and enthusiastic at work, we can accomplish great things together."

To identify the 10 Best Workplaces in Advertising and Marketing, Fortune partnered with Great Place to Work®, which surveyed more than 4,000 employees across the U.S. about their experiences at work. The detailed survey asked questions about how frequently employees encounter behaviors that make for a great workplace, including camaraderie among employees, management's honesty and ethics and other key factors.

To find out more about the award and to view Fortune's full list of the 10 Best Workplaces in Advertising and Marketing, please visit: <http://fortune.com/2016/08/22/best-workplaces-advertising-marketing/>.

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>.



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