



IDI, Inc. and Fluent, LLC to Present at Industry & Investor Events in September 2016

September 1, 2016

BOCA RATON, Fla.--(BUSINESS WIRE)--Sep. 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 three industry events in September 2016: Barrington Research 9th Annual Fall Investment Conference, Inbox Summit East, and Future of Email – Atlanta.

Barrington Research 9th Annual Fall Investment Conference

IDI's Chief Executive Officer, Derek Dubner, Chief Financial Officer, Dan MacLachlan, and Fluent's Chief Executive Officer, Ryan Schulke, will participate in one-on-one meetings with investors on Thursday, September 8, 2016 at the Four Seasons Hotel in Chicago, Illinois.

Barrington Research Associates is a Chicago-based, full-service investment bank providing equity and industry research, institutional sales and trading, investment banking and asset management. Founded in 1983 as an investment research boutique, Barrington Research has grown into a nationally recognized independent investment services firm serving institutional, corporate and high net worth individual clients. Barrington Conferences provide meaningful interaction between company management and investors, as well as with private equity investors as well as their own investment bankers, maximizing time and facilitating close interaction and relationship building. For further information, please visit www.brai.com.

Inbox Summit East

Fluent's Chief Marketing Officer, Jordan Cohen, will give a presentation titled, "Email Addresses for Social and Web Targeting," on Friday, September 9, 2016 at 3:30pm ET at FHI 360 Conference Center in Washington, D.C.

Inbox Summit East is a one-day conference that puts a spotlight on the latest and most effective techniques for email marketing. With dozens of panels, presentations and networking opportunities, the summit in Washington, D.C. will take a deep dive into current developments in email marketing and email strategy. It will be of particular interest for those individuals overseeing email strategy and execution for brands, campaigns, and associations. Topics will include: Email Deliverability Issues, Current Email Metrics, Integrating Email With Social and Mobile Platforms, Email Content, List Building and Maintenance, Personalized and Customer Centric Email, and the Future of Email. Inbox Summit East is produced by two of the leading technology conference producers in Washington DC -- Campaigns & Elections, and Tech Wire Media. For further information, please visit <http://www.inboxsummiteast.com/>.

Future of Email – Atlanta

Fluent's Chief Marketing Officer, Jordan Cohen, will participate on a panel discussion on identity and the future of email, which will be held on Thursday, September 15, 2016 at 4:30pm ET at TechSquare Labs in Atlanta, GA.

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/atlanta/>.

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, 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/>.



View source version on businesswire.com: <http://www.businesswire.com/news/home/20160901005406/en/>

Source: IDI, Inc.

IDI, Inc.

Jordyn Kopin, 646-356-8469

Director of Investor Relations

JKopin@ididata.com

or

Media Contact:

North 6th Agency, Inc. (For Fluent)

Robert Vanisko, 212-334-9753 ext. 112

rvanisko@n6a.com