



Andy Frawley Appointed to cogint Board of Directors

April 3, 2018

Former Epsilon CEO joins data-driven company to Further Drive the Company's Momentum

NEW YORK, April 03, 2018 (GLOBE NEWSWIRE) -- Cogint, Inc. (NASDAQ:COGT), an industry leader in performance-driven digital marketing services, today announced the appointment of former Epsilon CEO and industry veteran, Andy Frawley, to its Board of Directors. In this role, Frawley will advise Fluent, the sole operating subsidiary of cogint, on its growth and expansion strategies.

As previously announced, Frawley joins the four existing board members, Ryan Schulke, CEO and Matthew Conlin, President, and independent directors Peter Benz, Director of Investment Management at Infinity Benefit Solutions and Don Mathis, GM of Growth at Comcast NBCUniversal.

"We are thrilled to welcome Andy to cogint's Board of Directors," said Schulke. "His extensive experience leading and working with a range of clients from small digital businesses to the largest and most sophisticated marketing organizations and will provide an immeasurable asset to our team. We're looking forward to the coming months as Fluent continues to further expand its initiatives in the data-driven marketing space."

Frawley has over three decades of experience within agency, marketing services, enterprise software, software as a service (SaaS) and professional services companies. Most recently, Frawley served as Chief Executive Officer and President of Epsilon, a segment of Alliance Data Systems Corporation (NYSE:ADS). Additionally, he sits on the Board of Directors of the Data & Marketing Association and Curo Group Holdings Corp. (NYSE:CURO).

"Cogint has done a tremendous job of establishing itself as a leader in the digital marketing space with its unique data asset and performance model," noted Frawley. "I look forward to working with the senior leadership team and to the unique offerings that Fluent will bring to market this year."

An industry expert, Frawley is a sought-after speaker and author. He has been featured in publications including; *The Wall Street Journal*, *Forbes*, *Advertising Age*, *Business Week* and at speaking engagements such as Imedia, Advertising Week, DMA and CEO Forum.

Frawley earned a M.B.A. from Babson College and holds a B.S. in Finance, with honors, from the University of Maine.

About Cogint, Inc.

Cogint, Inc. (NASDAQ:COGT) is an industry leader in data-driven digital marketing services, focusing on customer acquisition and re-engagement campaigns, and serving over 500 leading consumer brands and direct marketers. Leveraging a unique data-driven platform, cogint enables advertisers to more effectively target and engage their most valuable customers, with precision, at a massive scale. The company is headquartered in New York City. For more information, visit www.cogint.com or 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. Such forward looking statements are subject to risks and uncertainties that are often difficult to predict, are beyond our control and which may cause results to differ materially from expectations. 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 cogint's Annual Report on Form 10-K, as may be supplemented or amended by cogint'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, except as required by law.

Contact Information:

Investors:

Jordyn Tarazi

Cogint, Inc.

(646) 356-8469

JTarazi@Fluentco.com

Media:

North 6th Agency, Inc.

(212) 334-9753 ext. 143

fluent@n6a.com



Source: Cogint, Inc.