

May 7, 2018



Inuvo's IntentKey™ Solves Brand Safety Issue for Advertisers

LITTLE ROCK, Ark., May 07, 2018 (GLOBE NEWSWIRE) -- **Inuvo, Inc.** (NYSE American:INUV), a leading provider of advertising technology, powered by artificial intelligence that serves brands and agencies, today announces how its IntentKey™ technology can help meet the need of marketers to make sure their brand is only associated with content aligned with brand objectives.

Inuvo's IntentKey™ patented technology, which started as a research project at UCLA, has resulted in what can best be described as a content brain for the internet. By using billions of individual pages as its teacher and evaluating trillions of individual concepts associated with those pages, the IntentKey™ is able to uniquely define all of the concepts on a web-page relative to each other, as opposed to the more typical approach of targeting keywords within text, a method ill-suited to fully protecting the brand.

In this more privacy-centric advertising environment, brands are now increasingly scrutinizing both the damaging content they routinely find their ads running alongside as well as the methods used to target consumers whose intent may not have been ideally suited to their brand message. The IntentKey™ not only allows advertisers to be sure that their message reaches the right audience within the right context, it also permits brand safety through the suppression of content with negative sentiment.

Trey Barrett, COO of Inuvo commented, "Would you want your airline brand associated with an article about a plane crash? If you or your AdTech supplier is keying off words like 'airline' and/or the consumer in question had previously visited a travel-oriented website in the past, then you can probably count on it. This and other brand issues can be solved with the IntentKey™."

Inuvo's IntentKey™ already serves numerous advertisers across multiple industries including automotive, technology, utilities, retail, travel, pharmaceutical, entertainment, employment, and CPG. With robust concept-based targeting technology, and a proven track record of performance, advertisers can reach in-market audiences more effectively and as a result, realize better and safer campaign results.

About Inuvo, Inc.

Inuvo®, Inc. (NYSE American:INUV) is an advertising technology business. The Inuvo MarketPlace is a set of technologies designed to connect advertisers (demand) with consumer audiences through publishers (supply) across device types. Inuvo can serve ads within content, video and images. To learn more about Inuvo, please visit www.inuvo.com or download our app for [Apple iPhone](#) or for Android.

Forward-looking Statements

This press release contains certain forward-looking statements that are based upon current

expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "anticipate," "plan," "will," "intend," "believe" or "expect" or variations of such words and similar expressions are intended to identify such forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including, without limitation, statements made with respect to expectations with respect to our lack of profitable operating history, successful integration of the business acquired in February 2017, changes in our business, potential need for additional capital, fluctuations in demand; changes to economic growth in the U.S. economy; and government policies and regulations, including, but not limited to those affecting the Internet, all as set forth in our Annual Report on Form 10-K for the year ended December 31, 2017 as filed with the SEC on February 8, 2018. All forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, many of which are generally outside the control of Inuvo and are difficult to predict. Inuvo undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

Company Contact:

Inuvo, Inc.
Andrea Haldeman, Chief Revenue Officer
251-377-8697
andrea.haldeman@inuvo.com

Investor Contact:

KCSA Strategic Communications
Valter Pinto, Managing Director
212-896-1254
Valter@kcsa.com



Source: Inuvo Inc.