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Inuvo Partners with Brand Innovators to Host Inaugural Marketing AI Conference On June 8, 2022

LITTLE ROCK, Ark., June 06, 2022 (GLOBE NEWSWIRE) -- Inuvo, Inc. (NYSE American: INUV), a leading provider of marketing technology, powered by artificial intelligence (AI) that serves brands and agencies, today announced a partnership with Brand Innovators to host an inaugural Marketing AI Conference: the Future of AI & Personalization Summit in New York.

The first of its kind event will bring together some of the world's largest brands and agencies to discuss how AI and machine learning are helping brand marketers target their consumers more effectively. The agenda includes speakers from PepsiCo, IBM, AI Institute, MetLife, BERA, Bayer, Bloomberg Media, Johnson & Johnson Consumer Health, and more.

Rich Howe, Chairman and Chief Executive Officer of Inuvo, commented, "We are pleased to partner with Brand Innovators to bring this timely event to the market." Mr. Howe added, "using a consumer's identity and data to target advertising is on an irreversible path towards extinction. Artificial intelligence like the IntentKey that can interact with consumers without these mechanisms, while still delivering an exceptional return on advertising spend, is the solution to our industry's most significant challenge."

The Future of AI & Personalization Summit will be held on June 8 at The Venue on Music Row at the Hard Rock in Times Square.

To learn more about the event, visit <https://www.brand-innovators.com/livecast-series/brand-innovators-deep-dive-about-ai-and-marketing-regional-summit-in-new-york-060822>.

About Inuvo

Inuvo[®], Inc. (NYSE American: INUV) is a market leader in Artificial Intelligence built for advertising. Its IntentKey AI solution is a first-of-its-kind proprietary and patented technology capable of identifying and actioning to the reasons why consumers are interested in products, services, or brands, not who those consumers are. To learn more, visit www.inuvo.com.

Safe Harbor / Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially, including, without limitation risks detailed from time to time in our filings with the Securities and Exchange Commission (the "SEC"), and represent our views only as of the date they are made and should not be relied upon as representing our views as of any subsequent date. You are urged to carefully review and consider any cautionary statements and other disclosures,

including the statements made under the heading "Risk Factors" in Inuvo, Inc.'s Annual Report on Form 10-K for the fiscal year ended December 31, 2021 as filed on March 17, 2022, our Quarterly Reports on Form 10-Q, and our other filings with the SEC. Additionally, forward looking statements are subject to certain risks, trends, and uncertainties including the continued impact of Covid-19 on Inuvo's business and operations. Inuvo cannot provide assurances that the assumptions upon which these forward-looking statements are based will prove to have been correct. Should one of these risks materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those expressed or implied in any forward-looking statements, and investors are cautioned not to place undue reliance on these forward-looking statements, which are current only as of this date. Inuvo does not intend to update or revise any forward-looking statements made herein or any other forward-looking statements as a result of new information, future events or otherwise. Inuvo further expressly disclaims any written or oral statements made by a third party regarding the subject matter of this press release. The information, which appears on our websites and our social media platforms is not part of this press release.

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