

March 10, 2015



## **Inuvo Announces Beta Launch of Their Native Advertising Solution "SearchLinks"**

CONWAY, AR -- (Marketwired) -- 03/10/15 -- Inuvo, Inc. (NYSE MKT: INUV), a digital publishing and advertising technology company, today announced the beta launch of a suite of native style advertising products for mobile and desktop web publishers. These ad units marketed as SearchLinks (<http://www.validclick.com/searchlinks>) enable content publishers to tap into the enormous search based budgets of advertisers.

Native advertising is a form of direct to consumer marketing where the ad content integrates seamlessly with the content of a website or app. Designed to operate on desktop and mobile devices, SearchLinks integrates ad delivery with search by using keyword level targeting that aligns the ad unit's messages with a publisher's content and a user's interests. SearchLinks drives higher user engagement, improves advertiser effectiveness and delivers additional monetization for publishers. SearchLinks uses Inuvo's proprietary ad targeting and ad delivery platform to deliver the right ad to consumers with precise and relevant advertising messages.

"We have been developing SearchLinks for the past couple of quarters, having beta tested it on our ALOT sites and apps where we were able to optimize the algorithms and the presentation," commented Richard Howe, Inuvo's Chairman and Chief Executive Officer. "We have now expanded the Beta program to include publishers within our Partner Network and while the product remains in its infancy, revenue generation since the beginning of the year has been encouraging. We expect SearchLinks to be a solid contributor to growth in 2015."

Inuvo plans to add additional features and proprietary technologies into SearchLinks during the Beta phase with a full launch to follow shortly thereafter. With this product, Inuvo should be well positioned to capture a share of the rapidly growing native advertising marketplace. eMarketer recently reported that native ad spend is expected to reach over \$5 billion annually in the U.S. by 2017. Additionally, according to IPG media lab, native ads are viewed for the same amount of time as editorial content and are more likely to be shared or go viral than traditional banner advertisements.

### *About Inuvo, Inc.*

Inuvo®, Inc. (NYSE MKT: INUV) is a digital publishing and advertising technology company that delivers purchase-ready customers to advertisers through a broad network of desktop and mobile websites and apps. To learn more about Inuvo, please visit [www.inuvo.com](http://www.inuvo.com).

### *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, 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, 2014. 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.

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