

September 1, 2017



Inuvo Replaces Expired Shelf Registration Statement

LITTLE ROCK, Ark., Sept. 01, 2017 (GLOBE NEWSWIRE) -- Inuvo, Inc. (NYSE American:INUV), an advertising technology company, today announced that it has filed a shelf registration statement on Form S-3 with the U.S. Securities and Exchange Commission (SEC) to replace the shelf that expired in the second quarter of 2017.

The Company has no immediate plans to offer securities under the registration statement. The Company has maintained an unused active shelf registration for the last three years. The Company believes it to be both a prudent and fiscally responsible corporate governance practice to have an active shelf registration. Consistent with the expired shelf registration statement, the current shelf would allow for future offerings of securities up to a total amount of \$15 million, subject to all the customary SEC and board approvals.

The shelf registration statement has been filed with the SEC but has not yet been declared effective by the SEC. The securities being registered may not be sold, nor may offers to buy be accepted, until the registration statement becomes effective. This press release shall not constitute an offer to sell or a solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to the registration or qualification under its securities laws. Any offering of the securities covered under the shelf registration statements will be made solely by means of the prospectus included in the relevant registration statement and any applicable prospectus supplement issued with respect to any offering.

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 NetSeer business, 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, 2016 and our subsequent filings with the Securities and Exchange Commission. 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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Source: Inuvo Inc.