

Remark Media and Tencent Partner to Provide Data-Driven Precision Marketing Solutions

Collaboration focuses on developing data solutions that provide sustainable competitive advantage for brands and customers around the world

Management to present at the 19th Annual Needham Growth Conference on January 10th at 4:10 p.m. ET

LAS VEGAS, Jan. 4, 2017 /PRNewswire/ -- Remark Media, Inc. (NASDAQ: MARK), a global digital media technology company, announced it is collaborating with Tencent to jointly develop data-driven precision marketing solutions powered by Remark's KanKan Data Intelligence Platform and Tencent Cloud, a secure, reliable and high-performance cloud computing service.

As part of its "Data Eco-system in Tencent Cloud" campaign led by Tencent's Chairman and CEO Pony Ma, Tencent Cloud is developing a data platform that can serve businesses in a variety of verticals. Remark Media was chosen by Tencent to play a critical role in the development of the ecosystem and resulting data solutions.

The collaboration with Remark Media and Tencent Cloud enables both companies to offer their respective customers highly effective and cost-efficient data models, lowering the technical threshold of precision marketing and reducing corporate marketing investments. The data models will allow brands and business around the world to solve the essential marketing challenges associated with data collection: 1) which customers to target; 2) how to reach those customers; 3) what promotions are most effective; and 4) how should the results be evaluated and quantified.

Kai-Shing Tao, Remark Media's Chairman and CEO, stated: "We are proud to announce our expanded relationship with Tencent, the largest Internet company in China and provider of services for hundreds of millions of people, and Tencent Cloud, which is the world's leading cloud service provider. Together with our comprehensive KanKan Data Intelligence Platform, I am confident our combined efforts and capabilities will enable us to make precision marketing more accessible to our respective customers and provide more accurate Internet marketing services in support of their advertising efforts."

Xu Biao, General Manager of Tencent Cloud Data Business, stated: "Beginning in 2017, Tencent Cloud will provide its big data solutions to its partners. Powering these solutions is the data derived from Tencent's tremendous social, video, and gaming businesses. With partners such as Remark Media and its KanKan Data Intelligence Platform, our data solutions will address the majority of sophisticated Internet marketing needs as well as solve some of the key issues in predictive analysis and precision marketing."

Remark Media management will be presenting at the 19th Annual Needham Growth Conference on Tuesday, January 10, 2017 at 4:10 p.m. ET. A webcast will be available live and via replay for 90 days at www.remarkmedia.com. If you are interested in arranging a meeting with management, please contact your Needham representative or Becky Herrick of LHA Investor Relations at bherrick@lhai.com.

Additional information on the Tencent Cloud and Remark Media partnership can be found on Tencent Cloud's [website](#).

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Remark Media

About Remark Media, Inc.

Remark Media, Inc. (NASDAQ: MARK) owns, operates and acquires innovative digital media properties across multiple verticals that deliver culturally relevant, dynamic content that attracts and engages users on a global scale. The company leverages its unique digital media assets to target the Millennial demographic, which provides it with access to fast-growing,

lucrative markets. The company is headquartered in Las Vegas, Nevada, with additional operations in Los Angeles, California and in Beijing, Shanghai, Hangzhou and Chengdu, China. For more information, please visit the company's website at www.remarkmedia.com.

Forward-Looking Statements

This press release may contain forward-looking statements, including information relating to future events, future financial performance, strategies, expectations, competitive environment and regulation. Words such as "may," "should," "could," "would," "predicts," "potential," "continue," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," and similar expressions, as well as statements in future tense, identify forward-looking statements. These statements involve known and unknown risks, uncertainties and other factors, including those discussed in Part I, Item 1A. Risk Factors in Remark Media's Annual Report on Form 10-K and Remark Media's other filings with the SEC. Any forward-looking statements reflect Remark Media's current views with respect to future events, are based on assumptions and are subject to risks and uncertainties. Given such uncertainties, you should not place undue reliance on any forward-looking statements, which represent Remark Media's estimates and assumptions only as of the date hereof. Except as required by law, Remark Media undertakes no obligation to update or revise publicly any forward-looking statements after the date hereof, whether as a result of new information, future events or otherwise.

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