

# Remark Media Selected by Alibaba Cloud for its Enterprise Profile Solution Launch in China

## KanKan Data Intelligence Platform and artificial intelligence (AI) technologies chosen to power Alibaba Cloud's Enterprise Profile Solution

**LAS VEGAS, NV – Updated February 16, 2017** - Remark Media, Inc. (NASDAQ: MARK), a global digital media technology company, announced that its KanKan data platform and AI technology were selected by Alibaba Cloud for a partnership in China to launch Alibaba Cloud's Enterprise Profile Solution. Alibaba Cloud is the cloud computing arm of Alibaba Group. Alibaba Cloud's Enterprise Profile Solution provides customers with real-time risk insights, enterprise development analysis, investor/partner/ customer targeting, and customized data packages by leveraging publicly available business data in China on a macro level.

Kai-Shing Tao, Remark Media's Chairman and CEO, stated: "Alibaba Cloud selecting Remark Media as an Enterprise Profile Solution partner attests to the power and significant monetization opportunities of our KanKan Data Intelligence Platform. As evidenced by the recent \$7.6 billion investment fraud investigation of Ezubao, a leading peer-to-peer lending platform, the prevalence of investment fraud has become a critical business issue in China. There is an immense need for preventive solutions on the data technology side. With its propriety data mining and analysis technology, the KanKan platform is well-positioned to be a significant player in the sector. The opportunities for additional partnerships with large scale, global companies are vast."

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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](http://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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**\*\*PLEASE NOTE THAT THE ABOVE PRESS RELEASE, WHICH WAS ORIGINALLY ISSUED ON JANUARY 23, 2017, WAS UPDATED ON OUR WEBSITE ON FEBRUARY 16, 2017\*\***