

FOR IMMEDIATE RELEASE

## Rocket Fuel Expands Executive Team Amid Record Year of Global Growth

*Leading real-time ad targeting company names Peter Bardwick as CFO and hits \$50M run rate milestone*

**Redwood Shores, CA** (Sept 30, 2011) – Rocket Fuel Inc., the leading real-time ad targeting company, today announced that it has named media and technology industry veteran Peter Bardwick as CFO. The company also announced that Dinny Devitre, former CFO of Altria and current member of the Board of Directors of Altria, SABMiller, and Western Union, has become a strategic investor in the company. For the first half of 2011, Rocket Fuel tripled six-month revenues, quadrupled gross profit compared to a year earlier, launched a UK operation, and is on a \$50M annual run rate based on August revenue.

### News Facts:

- Rocket Fuel is announcing these key additions at a time of rapid growth and expansion. The company grew its headcount by 2.5 times in the last six months, adding nearly 40 employees. According to LinkedIn, Rocket Fuel is the fastest-growing digital advertising technology company in the U.S. – and the company continues to sign new leading brands and agencies each month.
- Bardwick is an IPO-ready CFO with a proven track record directing the financial strategies of high-growth technology and media companies. He was instrumental in taking CBS Marketwatch public and has supported over \$10B in transactions. He joins Rocket Fuel from online brokerage Zecco, where he served as CFO. A former investment banker, he also has a wealth of hands-on operational experience, having served as CEO, CFO, COO and board member of a number of leading, Internet, media, and data companies.
- With a global mindset and over 30-years experience running multinational companies, Devitre is one of the most visionary executives of our times. Most recently Senior Vice President and CFO of Altria Group, Devitre's career with the Altria Group family of companies spanned a 27-year period in which he served in a variety of executive positions. His career with the Altria family of companies began in 1970 at Godfrey Phillips India, Ltd. Mr. Devitre has also served as an Executive Vice President at Citigroup and Citibank in Europe. He is currently a member of the Board of Directors of Altria, SABMiller, and Western Union.

### Quotes:

- “We’re thrilled to welcome Peter to the executive team, and to welcome Dinny as a strategic investor,” said George John, CEO of Rocket Fuel. “This has been a phenomenal year for Rocket Fuel, as we continue to break away from similar companies in our

space and build revenue growth worthy of category leader. With executives of Peter and Dinny's caliber aboard, we look forward to continuing our rapid growth trajectory by deepening our vertical expertise to partner with advertisers more closely and looking for acquisition opportunities to help us gain even more traction in the market."

- "Rocket Fuel has achieved its leading global position as the fastest-growing real-time targeting company through a combination of the most advanced technology, advertising industry know-how, and a proven executive team with deep experience at DoubleClick, Yahoo!, and other multibillion-dollar digital advertising businesses," said Bardwick. "I joined the company at a time of rapid growth, and look forward to guiding Rocket Fuel's strategic financial vision as a large advertising company."
- "The name of the company says it all," said Devitre. "I chose to invest in Rocket Fuel because I was impressed by the company's outstanding momentum and the quality of its leaders, who all seem to have low egos and high IQs. If you want to propel your sales revenue and boost brand reputation, Rocket Fuel can help you get there."

### **About Rocket Fuel's Technology:**

- Rocket Fuel's patent-pending audience targeting platform combines behavioral, contextual, geographic, demographic, and other data analytics techniques to yield results far more powerful than any other ad targeting method could on its own.
- Created by a team of computer scientists with deep experience building digital advertising platforms at Yahoo!, DoubleClick, and Salesforce.com, Rocket Fuel is the only targeting solution that automatically optimizes digital media buys in real-time to enable advertisers to achieve both brand and performance goals.

### **Resources:**

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### **About Rocket Fuel:**

Rocket Fuel is a real-time ad targeting company that transforms digital media buys into self-optimizing engines that learn in real time, delivering great campaign results from awareness to sales. Our technology combines all data-driven targeting techniques, from behavioral to contextual, into one comprehensive solution that automatically adapts campaigns in real time to achieve both brand and performance goals. Over 400 of the world's leading brands run on Rocket Fuel across display, mobile, video and social media. Founded by online advertising veterans and computer scientists from Yahoo!, DoubleClick, Salesforce.com, and NASA, Rocket Fuel is based in Redwood Shores, California, and has offices in nine cities worldwide including New York and London. For more information on why campaigns run better on Rocket Fuel, visit [www.rocketfuel.com](http://www.rocketfuel.com).

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