

For Immediate Release
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Rocket Fuel Opens Detroit Regional Office

Former Ford and Yahoo! Autos Executive Tapped to Lead Detroit Field Operations as Company Brings Digital Advertising to Motor City Stalwarts

TROY, Mich. (March 30, 2011) – Rocket Fuel Inc. (<http://www.rocketfuel.com>), the company that is bringing rocket science to digital advertising, today announced the opening of its new Detroit regional office in Troy. The new field office will be led by former Ford Motor Company and Yahoo! Autos executive Lon Bollenbacher, who was recently named to the post of director on the strength of his digital advertising expertise and outstanding pedigree with Detroit’s global [automotive](#), [retail](#) and [consumer-driven](#) brands. The office will be critical to servicing the company’s new and existing customers in the Detroit area, as well as other key cities in the upper Midwest region.

“Rocket Fuel offers the automotive sector, long an innovator in advertising, an unprecedented ability to synchronize their brand and direct response initiatives in a single digital advertising program,” said Lon Bollenbacher, director of Rocket Fuel’s new Detroit regional office. “From precisely targeted national campaigns all the way down to driving potential customers to local dealerships, our unique ability to help auto dealers and manufacturers achieve their digital advertising objectives from branding to sales is unrivaled.”

With headquarters in California’s Silicon Valley, Rocket Fuel’s Detroit regional office is the latest expansion to its footprint of existing field [operations](#) in New York, Chicago, Los Angeles, San Francisco and Dallas. The company is planning to expand its Detroit presence with numerous sales executives and administrative personnel, and has indicated that several existing Detroit area accounts will be relocated to and serviced out of the new regional office. In addition, Bollenbacher will lead an aggressive campaign out of the newly opened field office to court new customers, especially in the consumer packaged goods, automotive and retail sectors.

Rocket Fuel’s local expansion office was established as a result of increased demand and growing business opportunities for the company’s proprietary response prediction and targeting technology for [digital advertising](#). Offering unparalleled precision and efficiency, the company’s unique

Progressive Optimization™ model is used by all of Rocket Fuel's digital advertising solutions, and combines more than 8,500 attributes including behavioral, contextual and demographic targeting into a single composite profile. It is guided by real-time electronic bidding that processes more than 1.5 billion impressions each day, and is automatically optimized according to pre-determined advertiser goals every 15 minutes.

About Rocket Fuel Inc.

Rocket Fuel Inc. is the company bringing rocket science to digital advertising. With its advanced technology, the company is helping marketers reach their brand goals quickly and easily, anywhere in the purchase funnel. Over 150-million people a month see ads from its Rocket Fuel Network, which combines behavioral, contextual, geographic, demographic, and many other techniques to yield results far more powerful than any method could on its own. Rocket Fuel automatically adapts advertisers' campaigns in real-time to optimize towards their goals – whether brand-oriented or performance driven. If you can measure it, Rocket Fuel can optimize it. The Silicon Valley-based company was founded by veterans from NASA, Yahoo! and DoubleClick. Rocket Fuel was named Best Startup of 2010 by the San Francisco Business Times. In addition to its headquarters in Redwood Shores, Rocket Fuel now employs more than 85 people in seven cities including New York, Chicago, Dallas, Detroit, Los Angeles and San Francisco. The company plans to open additional offices in the US, and expand into international markets in 2011. For more information visit <http://www.rocketfuel.com>.

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