

FOR IMMEDIATE RELEASE

Former Founder of Blue Martini Monte Zweben Joins Rocket Fuel's Board of Directors

Redwood Shores, CA (March 12, 2010) – [Rocket Fuel Inc.](#), the company bringing rocket science to online display advertising, today announced that Monte Zweben, co-founder and chairman of [SeeSaw Networks](#) was elected to Rocket Fuel's board of directors. Monte brings 20 years of experience founding and leading successful start-up companies.

"Rocket Fuel's single-minded focus on using technology to solve advertisers' display media problems is a strong differentiator in the digital advertising space today," said Monte Zweben, co-founder and chairman of SeeSaw Networks. "I feel privileged to join this exciting and dynamic team and look forward to working closely with the management and board during the next phase of Rocket Fuel's growth."

"I'm delighted to welcome Monte to our board of directors," says George John, Rocket Fuel's CEO. "I used to work in Monte's group at NASA Ames and have always admired his ability to succeed both in research and in business. With his addition, our board of directors is now 75% composed of NASA alumni, which is just another way we are living up to our promise of bringing rocket science to display advertising."

Monte is currently the co-founder and chairman of SeeSaw Networks. SeeSaw Networks is the most comprehensive Digital Place-Based Media Company whose network delivers over 100M weekly impressions in places like health clubs, doctor's offices, arenas, retail locations and coffee shops. SeeSaw developed and operates the leading media planning and buying platform for this space on SeeSawAds.com. SeeSawAds.com optimizes media plans for agencies to deliver precisely targeted campaigns.

Prior to SeeSaw, Monte was the founder and CEO of Blue Martini Software - the leader in e-commerce and multi-channel systems for retailers. Blue Martini went public on NASDAQ in one of the most successful IPOs of 2000, and is now a private company called Escalate Retail. Monte also founded and was the Chairman & CEO of Red Pepper Software, a leading Supply Chain Optimization company which merged with PeopleSoft. Monte then ran PeopleSoft's largest business as VP and GM of the Manufacturing Business Unit.

Monte's early career was spent with the NASA Ames Research Center as the Deputy Branch Chief of the Artificial Intelligence Branch, where he won the prestigious Space Act Award for his work on the Space Shuttle program. Monte is the co-author of the book Intelligent Scheduling and has published articles in the Harvard Business Review and various computer science journals and conference proceedings. He serves on the Dean's Advisory Board for Carnegie-Mellon University's School of Computer Science.

About Rocket Fuel Inc.

Rocket Fuel Inc. is the company bringing rocket science to online display advertising. Our company provides full-service media and campaign management to deliver better results faster for major agencies and brand advertisers like Infiniti and Lord & Taylor. Unlike self-serve platforms that burden media teams with learning new tools and executing complex campaigns manually, we make it easier – not harder – for advertisers to efficiently find and buy their target audiences. And unlike ad networks

whose value-add is in a cobbled collection of sites or audiences, Rocket Fuel's data-driven advertising technology automatically tunes campaigns to an advertiser's key metrics – whether their objectives are 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 Yahoo!, DoubleClick, Epiphany and salesforce.com. For more information visit rocketfuelinc.com.

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