

NEWS -- FOR IMMEDIATE RELEASE

**Rocket Fuel Inc. Expands New York Office and Appoints Calton Chan as Vice President of Sales**  
*Success of Hybrid Ad Network Drives Rapid Company Growth*

**Redwood Shores, CA** (September 16, 2009) – Rocket Fuel Inc. today announced the expansion of its new office in New York City and the appointment of Calton Chan as vice president of sales to support the company's rapid growth following the formal launch of its [Hybrid Ad Network](#) last month. Chan will lead the New York sales team and will help grow Rocket Fuel's customer base of media agency and premium brand advertisers throughout the East Coast.

"I'm very excited about the energy and experience Calton is bringing to Rocket Fuel's New York-based Eastern sales team. We're building a lot of momentum and it's great to have someone on board with fantastic credibility in large agencies and an entrepreneurial spirit to build an East Coast team around." said George John, CEO of Rocket Fuel Inc. "We've had many successes with New York agencies, helping major advertisers advertise products ranging from pizza to perfume, and we're excited to expand our office and team to multiply Rocket Fuel's presence."

Calton Chan brings more than 13 years of online advertising, marketing and sales management experience to his role at Rocket Fuel. Most recently, Chan held the position of vice president of sales at interCLICK, a behavioral online ad network. Prior to interCLICK, he was managing director, Eastern region, at BrightRoll, one of the largest online video advertising networks. While at BrightRoll, Chan was responsible for expanding the company's East Coast operations, and was instrumental in growing the company's customer base and significantly increasing market share. Prior to BrightRoll, Chan was the vice president of agency sales at ContextWeb, a leading contextual ad network and exchange. During his time at ContextWeb, Chan was influential in building partnerships with leading digital agencies that helped boost large scale revenue growth for the company.

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**About Rocket Fuel Inc.**

Rocket Fuel Inc. is building the first intelligent ad serving technology platform that combines the best of social, behavioral, contextual, geographical, search and other data sources to understand consumer interest and intent. Rocket Fuel goes beyond other audience targeting technologies by combining demographic, lifestyle, purchase intent and social data with its own suite of targeting algorithms, blended analytics and expert analysis to find active customers. Rocket Fuel uses its technology to run a hybrid ad network that delivers better ROI for premium brand marketers – whether their objectives are brand-oriented or designed to drive a conversion event. Rocket Fuel was built by veterans from Yahoo!, DoubleClick, Epiphany, and salesforce.com to make marketing easier and more effective for advertisers, help publishers get the most value out of their inventory, and give consumers a personalized and relevant online experience. Rocket Fuel Inc. is a privately-held company headquartered in Redwood Shores, CA. For more information visit [rocketfuelinc.com](http://rocketfuelinc.com).

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