

FOR IMMEDIATE RELEASE**Rocket Fuel Inc. Launches Intelligent Ad Serving Technology Platform**

Veterans from Yahoo!, DoubleClick, Epiphany, and Salesforce.com team up to offer technology platform to predict consumer response to online marketing

Redwood Shores, CA (August 17, 2009) – [Rocket Fuel Inc.](#) today announced the launch of its intelligent ad serving platform that drives results for advertisers by automatically leveraging massive amounts of internal and third-party data and serving only the best impressions in the context of each advertiser’s unique marketing objectives. Rocket Fuel is using its technology to run a hybrid ad network that combines the best of social, behavioral, contextual, search and many other data sources to understand consumer interest and intent. Watch [“Not another ad network”](#) to learn more about how Rocket Fuel is different in delivering a better Web experience for agencies, advertisers and consumers.

“Rocket Fuel was founded to disrupt online display advertising with a superior computational approach that blends smart decision making, creativity and science to predict consumer behavior,” said CEO and co-founder of Rocket Fuel Inc, [George John](#). “We understand the last thing the industry needs is just another ad network. It needs a smarter one.”

The company was built by veterans from Yahoo!, DoubleClick, Epiphany, and salesforce.com to alleviate the growing complexity associated with media buying. Rocket Fuel is helping buyers better understand what they are buying, who their ideal audience is, and why consumers are engaging with particular ads.

The Rocket Fuel platform goes beyond behavioral, contextual or geo-targeting by combining data mining algorithms, artificial intelligence and expert analysis to customize every campaign and drive results for advertisers. Using its real-time Progressive Optimization technique, Rocket Fuel is able to use rapid automated testing and user-level targeting to adjust campaigns around the clock, boosting campaign performance in hours instead of the weeks or even months it would take to pour through the data manually. President, Richard Frankel, shows how it works in this [video segment](#).

“We believe there is a profound difference between reaching audiences and activating customers,” said [Richard Frankel](#), president and co-founder of Rocket Fuel Inc. “For us, it’s about marrying many different types of data with advanced technology to create intelligent and dynamic campaigns that reach the people who will buy, blog, tweet or tell their friends about your product or brand. Our goal is to turn passive audiences into active consumers.”

“Rocket Fuel is paving the way for engaging key audiences at the right time, with the right message through the right medium,” said Michael Mendenhall, chief marketing officer of HP. “In today’s digital world, Rock Fuel optimizes advertising and makes it relevant to every pair of eyes.”

Rocket Fuel’s hybrid ad network offers premium sites, performance-based low-cost media, and a wide range of inventory through partnerships with large publishers and exchanges. Rocket Fuel’s network has analyzed more than 50-billion impressions, run campaigns for more than 140 advertisers, and seen more than 37-million unique users.

About Rocket Fuel Inc.

Rocket Fuel Inc. is building the first intelligent ad serving 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.

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