

FOR IMMEDIATE RELEASE**Rocket Fuel Inc. Wins Best Startup of 2010 Tech and Innovation Award**

San Francisco Business Times honors top local companies including Pandora, Salesforce.com and Zynga

Redwood Shores, CA (May 24, 2010) – [Rocket Fuel Inc.](#), the company bringing rocket science to display advertising, today announced it has been named Best Startup of 2010 by the San Francisco Business Times Technology and Innovation Awards. This award series recognizes dynamic, innovative entrepreneurs, executives and companies driving the Bay Area's thriving technology sector, honoring twelve prestigious Bay Area technology companies and individuals from a pool of over 300 applicants. Winners announced in other categories included Pandora, Salesforce.com and Zynga.

"Our judges selected Rocket Fuel as Best Startup, given the range of accomplishments of the company over the past year," said Mary Huss, publisher of the San Francisco Business Times. "Rocket Fuel's promising technology, rapid growth and high-caliber executive team are the epitome of what we were looking for in these awards. They are a company to watch."

The award committee also liked the background of the founding team, where the CEO and President both worked at NASA Ames Research Center, on flight simulators and Mars rovers. The company uses sophisticated computer science and Artificial Intelligence to select the best ads to show in real-time, based on the browser, page, and other features. Rocket Fuel's CEO George John received his PhD from Stanford University where he won a National Science Foundation fellowship and has since advised the NSF on its investment in computer science research.

"Digital advertising is on the cusp of a very exciting transformation, fueled by technology," said George John, chief executive officer of Rocket Fuel Inc. "I'm very proud that here at the epicenter of innovation in the US – Silicon Valley and the San Francisco Bay Area more broadly – among all of the companies innovating in areas like clean energy, biotech, software, and so many others, the judges selected a digital advertising company as the best startup of 2010. If we do our job well, you'll see fewer distasteful ads about yellow teeth and belly flab, and more ads from brands that you actually want to see. This will be a win for everyone, including advertisers who'll be able to communicate to the right audiences more efficiently."

Rocket Fuel is profiled in a Special Report: San Francisco Business Times Technology & Innovation Awards – on newsstands today and the article on Rocket Fuel can be read here <http://bit.ly/bs9iml>.

About Rocket Fuel Inc.

Rocket Fuel Inc. is the company bringing rocket science to online display advertising. The company provides turnkey media and campaign management to deliver better results faster for major agencies and brand advertisers. Unlike self-serve platforms that burden media teams with learning new tools and executing complex campaigns manually, Rocket Fuel makes 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 builds a custom campaign-specific audience model and 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. For more information visit www.rocketfuelinc.com.

Contacts:

Brian Ferrario
Rocket Fuel Inc.
bferrario@rocketfuelinc.com
650.595.1300, x305

Mandy Kakavas
Horn Group Inc. for Rocket Fuel Inc.
mandy@horngroup.com
415.905.4015

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