

Rocket Fuel Expands Display Advertising Industry Presence With New Sales Hires and Offices

Company Builds on Current Sales Force Strength, Expands to New Regions Across the U.S.

REDWOOD SHORES, CA--(Marketwire - February 19, 2010) - [Rocket Fuel Inc.](#), the intelligent advertising technology company, today announced the addition of senior-level sales account executives to its already growing workforce, along with the expansion of new sales offices in Los Angeles and Chicago. This recent momentum builds on the 265% quarter over quarter growth Rocket Fuel has experienced in the last year.

New sales hires from MySpace, x+1, Specific Media, and ScanScout join Rocket Fuel:

- **Lonnie Buchanan**, formerly an Account Executive with Specific Media joins as an Account Executive in Redwood Shores
- **Megan Sandahl**, formerly an Account Executive with ScanScout and Senior Account Executive with ContextWeb, joins as a Senior Account Executive in Rocket Fuel's expanded Chicago office
- **Mel Ferrer Walter**, formerly an Account Executive with MySpace/Fox Interactive Media, joins the company's expanded Los Angeles office
- **Sara Momen**, formerly an Account Manager with x+1, joins the sales team as an Account Executive in New York City

"We're only a few months into 2010, and this has already been a fantastic year for Rocket Fuel in terms of company development and customer acquisition," said George John, Chief Executive, Rocket Fuel Inc. "As a former sales guy myself, I know first-hand how important a strong sales organization is to a company's success. With the team we have in place, we are able to bring our rocket science to even more agencies and advertisers looking to maximize the results of their online display campaigns."

About Rocket Fuel Inc.

Rocket Fuel Inc. is a digital advertising company building technology to better predict who is most likely to respond to ads and efficiently connecting advertisers to those consumers. Rocket Fuel's intelligent demand-side platform provides online marketers with single-source access to multiple ad exchanges, impression-level real-time bidding and automated optimization -- all designed to maximize the quality, efficiency and scale of display campaigns. Rocket Fuel goes beyond other audience targeting companies by combining multiple online and offline third-party data sources with its own suite of targeting algorithms, automation and expert analysis to deliver better results faster for premium brand marketers. Rocket Fuel was built by veterans from Yahoo!, DoubleClick, Epiphany, and salesforce.com to make online marketing easier and more effective for advertisers -- whether their objectives are brand-oriented or performance driven. Rocket Fuel Inc. is a privately-held company headquartered in Silicon Valley with sales offices in New York and Chicago. For more information visit rocketfuelinc.com.

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