

FOR IMMEDIATE RELEASE

agenda21 Pete Robins Takes UK Advisor Role at Rocket Fuel

Media Technology company Rocket Fuel welcomes agenda21's Pete Robins to its UK advisory board in order to help them build strong and needs based relationships with media planners and buyers in the UK.

LONDON, UK – 4 July – Rocket Fuel, (<http://www.rocketfuel.com/uk>) the leading scientific digital media buying & optimisation company, has appointed digital marketing specialist Pete Robins, managing partner at agenda21 as its UK advisor following its launch into the EU market.

Robins has over 14 years' experience in the digital industry and is regarded as one of the UK's first digital media planner buyers. Former European digital media planner buyer for Modem Media, he launched media21 in 1999 and in the same year co-founded creative agency Glue. Following the private sale of media21 to Grey Global Group, he co-ran MediaCom's digital division for four years, sitting on MediaCom's board of directors, before setting up agenda21 in 2005. Robins is also the vice-chair of the Institute of Practitioners' (IPA) Digital Council.

Dominic Trigg, vice president and managing director at Rocket Fuel UK explains, "Our aim is to have the largest needs based traction in the UK agency space that is possible and Pete's experience brings a unique understanding of the UK's digital media marketplace. In his advisory capacity, Pete will be regularly meeting with Rocket Fuel sales and operations teams and assisting with our UK engagement strategy to ensure that Rocket Fuel agency offering is honed specifically to meet needs of digital marketers, media planners and buyers in the UK and Europe."

Pete Robins, managing partner at independent digital media agency agenda21, and Rocket Fuel's UK advisor comments, "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. I am very excited to advise and help to steer a company that is at the cutting edge of the revolution for data and look forward to working closely with the UK management team during the next phase of Rocket Fuel's growth."

Rocket Fuel offers the first intelligent ad serving technology platform (also known as behavioural targeting and demand side network) that combines the best of social, behavioural, contextual, geographical, search and other data sources that understand consumer interest and intent.

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----Notes to editors----

A 60-second introduction video to Rocket Fuel UK is available at <http://www.rocketfuel.com/uk>.

Snapshot

- Rocket Fuel sees more than 1.5 billion biddable impressions per day
- 100-million impressions are in real time
- Impressions leverage more than 8,500 attributes that drive buying decisions
- Doesn't pre-determine generic audiences but identifies top performing segments unique to the proposition
- Directs impressions to boost campaign performance in minutes
- Proven to run campaigns more effectively, smarter, faster and more successful

Clients

In the US, Rocket Fuel powers campaigns for The New York Times, Domino's, Skype, Adobe, Dell, Coca-Cola, Nike, Giorgio Armani, Macy's, Disney, Best Western, Good Year, Clinique, Jim Beam, Emirates, Burberry, Kodak, BMW and more.

About Rocket Fuel

<http://www.rocketfuel.com/uk>

Rocket Fuel Inc., the leader in real-time digital media buying and optimisation, transforms online campaigns into marketing engines that deliver the metrics that matter to brands, from awareness to sales. The company provides advertisers and their agencies with a white-glove service powered by FusionEngine, an audience targeting technology that combines behavioral, contextual, geographic, demographic, and many other data analytics techniques to generate results better than retargeting for direct-response advertisers and better than TV for brands. Over 400 of the world's leading brand advertisers run on Rocket Fuel across display, mobile, video and social media, including eight of the top 10 Interbrand Best Global Brands.

The Silicon Valley-based company was founded by veterans from NASA, Yahoo! and DoubleClick. Rocket Fuel was named best start-up of 2010 by the San Francisco Business Times. In addition to its UK operations, Rocket Fuel's corporate headquarters are in Redwood Shores, California.

About Pete Robins, managing partner, Agenda 21

<http://www.agenda21digital.com>

Fourteen years ago, Pete spring-boarded from a strong traditional media buying planning background to become one of the UK's first digital media planner buyers. Pete recalls being one of a handful of new media "types" that huddled together in a local pub for affirmation of their sanity in the dot.com early years. Pete quickly progressed to European Digital Media Planner Buyer for Modem Media and by 1999 was ready to launch his own media agency: media21.

In 1999, he also co-founded digital media creative agency Glue. Following the private sale of media21 to Grey Global Group, he then co-ran MediaCom's digital division for four years, sitting on MediaCom's Board of Directors, before setting up agenda21 in 2005.

Pete is Vice Chair of the Institute of Practitioners in Advertising (IPA) Digital Council and was ranked 3rd in Campaign's top 10 "Online Pioneers". Pete is regularly asked to speak at media events and to provide comment and opinion pieces for the trade press. Pete studied Architecture at Liverpool University and, in his spare time, regularly competes in triathlons.

For further information, please contact:

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