

FOR IMMEDIATE RELEASE

Rocket Fuel propels forward in the UK

London, 20 October 2011: Rocket Fuel Inc, the company bringing rocket science to display advertising, is expanding its team in the UK. Among recent hires are Emmet Geaney who has been appointed as Director of Operations, Phil Murrell and Andrew Squire as new sales managers, and Rebecca Crown as an account manager. All will be based in the UK office.

Joining Rocket Fuel as director of operations, Emmet Geaney has over 11 years of experience in digital media and agency management. In 1999 he helped launch the UK's first internet ad network at Engage Media / Flycast. Moving to Deal Group Media he developed an affiliate network and created an ad network solution, combining affiliate marketing and display advertising opportunities. More recently Emmet has been consulting in the last year as a Global Operations director.

With seven years sales experience, Phil Murrell joins from Kontera Ltd, where he was sales manager, bringing on board clients including Intel, HP, Ford, Nestle and Sony. Joining Phil Murrell on the sales team is Andrew Squire who, with nine years sales experience, joins from LOVEFiLM where he was a senior account manager.

With a wealth of pan-European experience, the final addition to the team is Rebecca Crown who joins from AOL Advertising, where she was an account manager. Prior to that, Rebecca worked in France for AOL and the European Union as Campaign Optimisation Analyst and in Germany for Daimler Chrysler as project manager.

Rocket Fuel UK has been trading since May this year. In September the UK Operations had more than 30 live clients and in October they had more than 90% repeat business. Rocket Fuel UK intends to mirror the success of its US team, where, for the first half of 2011, Rocket Fuel tripled six-month revenues, quadrupled gross profit compared to a year earlier, and is on a \$50M annual run rate based on August revenue. The company is going from strength to strength and is currently exploring expansion potential across Europe.

Dominic Trigg, Managing Director for Rocket Fuel UK said, "The first year for Rocket Fuel has surpassed expectations, and new business wins mean we are expecting to grow tremendously and will continue to hire in all departments. With these new additions to our team, we look forward to continuing our rapid growth even further."

Resources:

- [Follow Rocket Fuel on Twitter](#)
- [Follow Rocket Fuel on Facebook](#)
- [Read the Rocket Fuel UK Blog](#)

For more information please contact:**Bill Hunt Public Relations**

Bill Hunt

Tel: 07956 531515

Email: bill@billhunt.co.uk

About Rocket Fuel:

Rocket Fuel is a real-time ad targeting company that transforms digital media buys into self-optimizing engines that learn in real time, delivering great campaign results from awareness to sales. Our technology combines all data-driven targeting techniques, from behavioral to contextual, into one comprehensive solution that automatically adapts campaigns in real time to achieve both brand and performance goals. Over 400 of the world's leading brands run on Rocket Fuel across display, mobile, video and social media. Founded by online advertising veterans and computer scientists from Yahoo!, DoubleClick, Salesforce.com, and NASA, Rocket Fuel is based in Redwood Shores, California, and has offices in nine cities worldwide including New York and London. For more information on why campaigns run better on Rocket Fuel, visit www.rocketfuel.com.

©2011 Rocket Fuel Inc. All rights reserved. Rocket Fuel Inc. is a registered trademark of Rocket Fuel Inc. in the U.S. and/or other countries. All other trademarks are the property of their respective owners.

#