

NEWS -- FOR IMMEDIATE RELEASE

Rocket Fuel Inc. Appoints New Vice President of Business Development

Rapidly Growing Hybrid Ad Network Taps Online Advertising Veteran to Boost Key Partnerships

Redwood Shores, CA (October 22, 2009) – [Rocket Fuel Inc.](#) today announced continued company expansion with the addition of Paul Wenz to the company's senior executive team. Wenz will help Rocket Fuel continue its rapid expansion, while focusing on helping a broad base of major brand-oriented advertisers reach their ad campaign objectives.

Paul Wenz has been appointed Vice President of Business Development, bringing more than 13 years of interactive advertising experience to Rocket Fuel, along with a diverse background in research, engineering and sales. Wenz will play a key role in establishing and building out partnerships with unique inventory sources, major publishers and key data source vendors. Prior to Rocket Fuel, Wenz led network business development for Tribal Fusion, propelling them to the 2nd largest US ad network in comScore Media Metrix, and a 300% increase in premium brand publishers. Prior to Tribal Fusion, he worked as Director of Business Development for Nimblefish, contributing to product design and strategy while earning three consecutive Sales Rep of the Year awards selling integrated online/offline marketing systems to Microsoft, Sony and Lowe's.

"We're thrilled that one of the best and brightest in online display advertising has joined our executive team." said George John, CEO of Rocket Fuel Inc. "This is an exciting time for Rocket Fuel – from our [recent platform launch](#) to [New York expansion](#), these growth milestones are increasing our impact on the market as the first intelligent ad serving platform that delivers better ROI for premium brands."

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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