

FOR IMMEDIATE RELEASE

**Rocket Fuel CEO George John to Speak at OnMedia NYC 2010**

*Executives from IAB, Forbes, Razorfish, and Tumri to Raise Awareness of the Promise of Ad-Tech Innovation*

REDWOOD SHORES, CA, January 29, 2010 (MARKETWIRE) – OnMedia Top 100 winner Rocket Fuel Inc., the intelligent ad serving technology company, today announced that CEO George John will speak at OnMedia NYC 2010, serving as a moderator for the highly-anticipated panel discussion, “Drinking from the Ad-Tech Firehose,” taking place on February 3<sup>rd</sup>. This select panel features online advertising industry experts and thought leaders from IAB, Forbes, Tumri, and Razorfish, who are joining together to help digital teams within advertising agencies ride the current wave of ad-tech innovation.

In addition, on February 2<sup>nd</sup>, John will participate in OnMedia’s CEO Showcase, an opportunity for an esteemed group of CEOs to present their market strategies and business partnering objectives on the main stage at OnMedia.

**What:**

OnMedia NYC is where cutting-edge technology CEOs from the back streets of Silicon Valley meet the global advertising and media establishment. This two-and-a-half-day executive event features CEO presentations and high-level debates on which forces are disrupting user behavior and creating new opportunities in the marketing, branding, advertising, and public relations industries.

During “Drinking from the Ad-Tech Firehose,” attendees will learn how to market, adopt and manage innovative advertising technology coming out of venture-backed companies, along with ways to avoid epic fails and lessons learned.

**“Drinking from the Ad-Tech Firehose” Panel:**

Wednesday, February 3, 2010 at 11:00 am EST

**Moderator:**

George John, CEO, Rocket Fuel

**Speakers:**

Greg Stuart, Former CEO, IAB  
Michael Smith, President, Forbes.com  
Shiv Singh, VP, Razorfish  
Calvin Lui, CEO, Tumri

**CEO Showcase:**

Tuesday, February 2, 2010 at 9:55 am EST

**Where:**

[Mandarin Oriental Hotel](#)  
80 Columbus Circle at 60th Street  
New York, New York 10023, USA  
Ballroom 2

**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](http://rocketfuelinc.com).

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