

FOR IMMEDIATE RELEASE

Rocket Fuel Set to Shake Up UK Digital Advertising Market

*Media Industry's Most Intelligent Audience Profiling & Targeting Technology
Now Available to UK Advertisers*

Dominic Trigg Appointed to Spearhead Growth of UK Operations

London, UK – 7 April 2011 – Rocket Fuel Inc., the company bringing rocket science to display advertising, today announced its expansion into the UK market, the availability of its bespoke real time behavioural profiling technology to UK agencies and brand advertisers, and the appointment of its UK management team to spearhead growth and drive market share.

Based at its new European headquarters in London, the company has appointed digital advertising specialist, Dominic Trigg as Vice President and Managing Director for Rocket Fuel UK, following the company's thundering US growth. Dominic joins Rocket Fuel from TradeDoubler, Europe's number one affiliate network, where he was Vice President of International. With a proven track record of success in the advertising arena, he has held a number of senior management roles, including Managing Director for Infospace, Director of Yahoo's Ad Operations in Europe, as well as Advertising Director for MSN UK, Hotmail and Expedia at Microsoft's then fledgling business. Dominic also ran the first online advertising team at British Telecom, after several years in traditional advertising.

"Dominic brings insight, expertise and passion to Rocket Fuel and has the ability to build and deliver against our ambitious plans for the UK market," said Richard Frankel, President of Rocket Fuel Inc. "We aim to redefine audience targeting in the UK via online, video and mobile advertising with real time insight into an audience's propensity to respond. Dominic will help us replicate the market traction, commercial momentum and customer results that we've already achieved in the North American market."

Rocket Fuel will shake up the UK advertising market by bringing the industry's most intelligent real time ad serving technology platform that combines the best of social, behavioural, contextual, geographical, search and other data sources to understand consumer interest and intent. Based on advanced artificial intelligence and data mining research, Rocket Fuel goes beyond other audience targeting solutions 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. The powerful system interrogates leading data and ad exchanges, seeking out the best live audiences that are right for selected products – in real time. Rocket Fuel then uses feedback and testing algorithms to instantly optimise campaigns, adjusting them to peak efficiency from the very start to the moment they finish.

“We see more than 1.5 billion biddable impressions per day, bid on 100 million of them in real time, and leverage more than 8,500 attributes to make our buying decisions,” added George John, CEO of Rocket Fuel Inc. “We are already revolutionizing digital advertising in the US and work with some of the world’s most iconic brands. Our expansion into the UK market is the next logical step for our growth. Our mission is to work with UK agencies and brand advertisers to help them run their campaigns more effectively, smarter, faster and ultimately more successfully than has previously been possible.”

Unlike the ad networks, Rocket Fuel doesn’t shoehorn advertisers into pre-determined generic audiences. Instead, Rocket Fuel’s automated technology identifies the top performing segments for each individual campaign and directs impressions to boost campaign performance in minutes, as opposed to the weeks or months it would take to pour through data and adjust it manually.

A 60-second video ad of Rocket Fuel UK is available on <http://www.rocketfuel.com/uk>

About Rocket Fuel

Rocket Fuel Inc. is the company bringing rocket science to digital advertising. With its advanced technology, the company is helping marketers reach their brand goals quickly and easily, anywhere in the purchase funnel. Over 150-million people a month see ads from its Rocket Fuel Network, which combines behavioural, contextual, geographic, demographic, and many other techniques to yield results far more powerful than any method could on its own. Rocket Fuel automatically adapts advertisers’ campaigns in real-time to optimize towards their goals – whether brand-oriented or performance driven. If you can measure it, Rocket Fuel can optimize it. 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. For more information visit www.rocketfuel.com/uk.

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