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InMobi Launches the World's Largest Mobile Native Advertising Exchange Powered by Rubicon Project

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InMobi Exchange Also Brings the Largest Mobile-First Programmatic Marketplace to Buyers and Sellers Globally

SINGAPORE, LOS ANGELES & LONDON--(BUSINESS WIRE)-- InMobi, the world's largest independent mobile advertising network, and Rubicon Project (NYSE: RUBI), a leading technology company automating the buying and selling of advertising, today unveiled **InMobi Exchange**, a mobile programmatic buying and selling platform and the world's first exchange to support buying mobile native ads at unprecedented global scale. The exclusive agreement between the two companies creates the largest mobile-first programmatic exchange that:

- Enables hundreds of buying platforms, representing tens of thousands of advertisers,

- To reach 759 million active monthly unique users globally,

- Across 30,000 mobile apps.

Native mobile ads deliver five-times higher yield for publishers and application developers and six-times greater conversions for buyers over traditional banner ads. With the creation of the **InMobi Exchange**, InMobi - powered by Rubicon Project's Advertising Automation Cloud - is ushering in programmatic trading of customized, native ad units, which mirror the organic look and feel of a given mobile app to provide greater value to advertisers, publishers and application developers. InMobi is working with Rubicon Project and the IAB OpenRTB Working Group in standardizing native programmatic buying.

"Demand for native ads is increasing, as their high performance makes them very attractive to advertisers. However, the market is currently constrained by the lack of a robust platform that allows native ad slots to be bought, and sold, transparently. This lack of scale is one of the primary reasons native ads are not as popular as they could be. **InMobi Exchange** brings to-market the scale and quality needed for buying and selling of native ads to accelerate globally," said **Jide Sobo, Head of Mobile, MEC UK.**

The **InMobi Exchange** will also provide buyers seamless access to extensive mobile-first InMobi Audience Personas allowing advertisers to achieve double the engagement. Built from data of over one trillion proprietary mobile consumer activities, InMobi is continuously expanding its audience intelligence and learning.

For publishers and application developers, **InMobi Exchange** will offer the best of both sell-side applications and real-time bidding capabilities for native and traditional mobile ad formats.

"There is a fundamental shift occurring in digital advertising to custom advertising experiences that match the form and function of the mobile environment and are appropriate to the overall user experience," said **Michael Collins, CEO, Adelphic**. "The promise that **InMobi Exchange** will provide the power of these custom ad experiences at scale with the efficiency and transparency of programmatic buying is a great step forward for the mobile advertising ecosystem."

"We are committed to improving the mobile user experience, whether through the aesthetic of native ads or relevant advertising, based on our deep understanding of mobile consumer behavior. In selecting Rubicon Project's Advertising Automation Cloud to power our **InMobi Exchange**, we are taking the next natural step by bringing these custom native experiences to programmatic buyers and sellers at scale. We believe that this represents the next era of digital media buying globally," said **Naveen Tewari, CEO, InMobi.**

"Rubicon Project has developed the scale and speed required to power the largest independent marketplace that automates the buying and selling of advertising," said **Frank Addante, CEO, Founder and Chief Product Architect, Rubicon Project**. "Our infrastructure and massive installed base of buyers, combined with InMobi's mobile expertise and scale, creates one of the largest automated global exchanges poised to accelerate mobile advertising adoption."

For more information on **InMobi Exchange**, visit **here**.

About InMobi

InMobi enables the world's leading brands, developers, and publishers to engage global consumers through mobile advertising. InMobi platforms leverage advances in big data, user behavior, and cloud-based architectures to simplify mobile advertising for its customers. Recognized by MIT Technology Review as one of the 50 Disruptive Companies of 2013, InMobi is the world's largest independent mobile ad network, engaging 759 million consumers across 165 countries.

Additional information:

- Visit www.inmobi.com, or follow us on Twitter @InMobi.

- Follow:

- Naveen Tewari @NaveenTewari

  - Frank Addante @FrankAddante

  - Jide Sobo, MEC UK @MECideas

  - Michael Collins, Adelphic Mobile @AdelphicMobile

- Download the InMobi Showcase App on the App Store or Google Play.

- Discover the latest mobile insights at www.inmobi.com/insights/.

- Developers, start monetizing today by downloading our SDK at www.inmobi.com/SDK.

About Rubicon Project

Rubicon Project (NYSE: RUBI) has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems. The Company's mission is to automate the buying and selling of advertising by offering innovative products to connect buyers and sellers globally. www.RubiconProject.com

Photos/Multimedia Gallery Available: http://www.businesswire.com/multimedia/home/20140529005710/en/

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