



Rubicon Project to Present at the 2014 Needham Interconnect Conference

July 22, 2014

Los Angeles, CA – July 22, 2014 – The Rubicon Project, Inc. (NYSE: RUBI), a leader in advertising automation with one of the industry's largest independent real-time trading platforms for the buying and selling of advertising, will present at the 2014 Needham Interconnect Conference, to be held at the Westin Grand Central Hotel, New York on Tuesday, August 5, 2014 at 10:00 AM ET.

A live audio webcast of the presentation will be available at: <http://www.wsw.com/webcast/needham68> and will subsequently be available on the Company's investor relations website at: <http://investor.rubiconproject.com>.

About Rubicon Project

Rubicon Project pioneered advertising automation. Its technology platform, which leads the industry in terms of total user reach, is used by hundreds of the world's premium publishers and applications to connect with top brands around the world. A company driven by innovation, Rubicon Project has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems, processing trillions of transactions within milliseconds each month.

Headquartered in Los Angeles, Rubicon Project has offices worldwide. Learn more at RubiconProject.com. Twitter: [@RubiconProject](https://twitter.com/RubiconProject).

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