



## Rubicon Project to Ring the NYSE Closing Bell Marking One-Year Anniversary of “Shared Success” since IPO

April 9, 2015

*CEO Frank Addante to Be Joined by Leaders from News Corp, Tribune Publishing, InMobi, Triad and Others, Celebrating Successful First Year as a Publicly Traded Company*

NEW YORK--(BUSINESS WIRE)-- Rubicon Project (NYSE: RUBI), a global technology company leading the automation of advertising, today announced that CEO, Founder and Chief Product Architect Frank Addante, together with leaders from many of the company's premium customers, will ring The Closing Bell® at the New York Stock Exchange on Friday, April 10, 2015 at 4:00 p.m. ET. The event will celebrate the company's one-year anniversary as a publicly traded company on the NYSE.

RUBI debuted on April 2, 2014 and since then has achieved a number of significant milestones:

- **Sustained Business Growth:** The past year marked a record financial period for Rubicon Project with revenues at the end of 2014 up 49 percent year-over-year. International expansion has also continued at a strong pace. Operating globally with offices in nine countries, Rubicon Project is leading the future of advertising automation in both established markets as well as in rapidly emerging markets. The company also experienced mobile growth rates of 300 percent in the past year.
- **Marketplace Momentum:** Today, Rubicon Project helps shape brand engagement for more than 600 million consumers around the world. Its advertising automation technology is used by more than half of the U.S. comScore 100 properties, sellers in over 40 countries globally, 400 demand-side platforms (DSPs) and ad networks, and hundreds of buyers representing tens of thousands of advertiser brands. Rubicon Project is known throughout the industry for its leading technology, customer focus and top-notch talent.
- **Recognized Commitment to Quality:** Rubicon Project continued its commitment to develop a clean, safe and well-lit marketplace for the automated buying and selling of advertising. In the past 12 months, the company has been recognized as one of the top global sellers in Pivalate's Global Seller Trust Index; became a founding member of the comScore Trust Initiative; and had its President named a founding Board member of the Trustworthy Accountability Group, an initiative created by the ANA, 4A's and the IAB to address digital advertising inventory quality.

"We are honored to close the trading day at the New York Stock Exchange and reflect on an incredible year of achievement and growth at Rubicon Project with some of our most valued customers alongside us," commented Frank Addante ([@FrankAddante](#)), CEO, Founder & Chief Product Architect, Rubicon Project. "None of our successes in our first year as a publicly traded company would have been possible without the combination of the great team of people that we have at Rubicon Project and the world-class publishers, application developers, buyers, brands and agencies that we work with every day to further innovate the automation of advertising. This is truly a shared success. Our investments in our people, our culture and the continued development of leading technology are a testament to our core belief that great people innovate great products, which in turn attract great customers. We look forward to another fantastic year!"

### 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 technology solutions to connect buyers and sellers globally. [www.RubiconProject.com](http://www.RubiconProject.com) [@RubiconProject](#)

Source: Rubicon Project

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