



Rubicon Project Deepens Product Leadership Bench with Addition of Mobile and Messaging Veteran to Lead Mobile App Monetization

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Bill Wolfe Named Vice President of Product Management for Mobile Apps

LOS ANGELES--(BUSINESS WIRE)--Jan. 25, 2017-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, today announced it has named Bill Wolfe as Vice President, Product Management for Mobile Apps. An industry pioneer in mobile and messaging with more than two decades of experience leading product development and business strategy for companies including Cisco and Verisign, Wolfe will lead the technology company's growing mobile development efforts. Wolfe joins Rubicon Project from Clickatell, a leader in global mobile messaging, where he most recently served as Chief Strategy Officer and General Manager of its Messaging Business Unit, and prior to that was the company's Head of Engineering / Chief Technology Officer.

Prior to Clickatell, Wolfe was a Senior Vice President at Verisign where he managed the company's networking, database and messaging units, which represented a combined \$245 million in annual revenue. Before Verisign, Wolfe served as the Chief Technology Officer at Openwave, the premier independent provider of mobile software, where he led all activities for market development, M&A and corporate technical development. At Cisco, Wolfe held positions in Business Development, Product Management and General Management, including General Manager of the Unified Communications Software Business Unit and was an early founder of the Mobile Wireless Group.

In just over three years, Rubicon Project has built one of the world's largest mobile advertising exchanges, reaching approximately 1 billion consumers across 1 million websites and 20,000 mobile apps. The company's mobile business remains one of its strongest growth drivers surging more than 30% year over year in Q3 of 2016 generating more than \$300 million in ad spend in the past four quarters. Mobile now drives more than a third of all advertising spend within Rubicon Project's marketplace.

In this role, Mr. Wolfe will build upon his extensive experience developing and bringing to market innovative mobile technologies as Rubicon Project's senior leader tasked with setting and executing the company's future mobile product direction and agenda. Wolfe will report directly to Tom Kershaw, Rubicon Project's Chief Product and Engineering Officer.

"Bill has dedicated nearly his entire career to developing the mobile space and has been at the center of some of the most innovative mobile and technology companies in the past two decades," said Tom Kershaw, Chief Product and Engineering Officer at Rubicon Project. "He is a true multi-tool player who has a deep understanding of the intricacies of being a mobile-first company and a proven track record of successfully leading product, sales and engineering teams. I look forward to leveraging his extensive and varied experience, which will be invaluable as we continue to set an aggressive path for innovation and leadership in mobile."

"Rubicon Project has a unique opportunity in the coming months and years to leverage its strong early investments in mobile - and its leadership position as one of the three largest mobile exchanges globally," said Bill Wolfe, Vice President of Product Management for Mobile Apps at Rubicon Project. "As more consumers shift away from desktop to mobile, the ability to lead in not just mobile, but have a deep understanding of in-app consumer engagement, will become critical for any company seeking to compete and win in the market. I could not be more thrilled to be joining an early mobile mover like Rubicon Project with such a deep commitment to and understanding of the ever-evolving mobile space and I look forward to building upon the team's strong legacy of disrupting and innovating the market for the better."

About Rubicon Project

Founded in 2007, Rubicon Project's mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world's leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of people. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.

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