



Rubicon Project Named Best Overall Technology for Programmatic Trading

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Honor Awarded at The Drum's Digital Trading Awards Conference

LONDON--(BUSINESS WIRE)--May 9, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces globally reaching approximately 1 billion consumers worldwide, today announced that The Drum named Rubicon Project the 2016 Best Overall Technology Platform for Programmatic Trading at its 3rd annual Digital Trading Awards.

"We are truly honored to be recognized for our commitment to innovation as the Best Overall Technology Platform for Programmatic in 2016," said Gregory R. Raifman, President, Rubicon Project. "This award is particularly meaningful because Rubicon Project is, at our core, an engineering and technology company. Our mission continues to be to innovate great technology for publishers, application developers and advertisers around the world."

Rubicon Project received the award after demonstrating its rapid and efficient capability to automate the buying and selling of advertising across the entirety of the advertising ecosystem. Rubicon Project's advertising automation technology received the highest overall rankings against more than a dozen nominees from around the world including Google, PubMatic, RocketFuel and TubeMogul.

Rubicon Project's global advertising marketplace was also recently recognized by independent third-party quality rankings as the #1 marketplace for quality inventory internationally out of more than 100 companies around the world.

The technology Rubicon Project has developed enables the world's most respected publishers and application developers to monetize their business while also empowering buyers to target the audiences they seek through every major form of digital inventory, type of ad unit and channel, reaching an audience of approximately one billion consumers globally.

In speaking about Rubicon Project's leading platform, Rob Bradley, Director Ad Revenue & Data - Global, CNN, commented, "Rubicon Project has been our number one programmatic partner. Their platform has enabled us to reach premium buyers to leverage our unique audience at scale. Their consistent dedication to excellence and efficiency is reflected in the results we have achieved. I've rarely experienced such exceptional customer service."

The Drum Digital Trading Awards 2016, in association with The Trade Desk, recognize and highlight the best examples of digital trading in practice.

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 consumers. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.



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