



Rubicon Project Lauded for Commitment to Advertising Quality

May 23, 2016

Company Announces It Will Become a Founding Participant of New Industry Certification Program in Fight against Ad Fraud

LOS ANGELES--(BUSINESS WIRE)--May 23, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, today announced it would be a founding participant in the anti-fraud certification program "Certified Against Fraud," which was launched earlier today by The Trustworthy Accountability Group (TAG), an advertising industry initiative to fight criminal activity in the digital advertising supply chain.

"Certified Against Fraud" is TAG's latest initiative to fight against digital ad fraud. Under the program, TAG will reward ad buyers, sellers, and intermediaries who comply with a rigorous set of guidelines with a "Certified Against Fraud" seal of approval, recognizing their commitment to protect those in the industry against fraud. Rubicon Project will be among the first companies in the industry to receive the certification. A full set of the requirements and definitions of each type of participant can be found on the TAG website at tagtoday.net/fraudguidelines.

Mike Zaneis, CEO of TAG, commented, "As a founding member of the Trustworthy Accountability Group, Rubicon Project has been a leading proponent in the fight against digital ad fraud. We are thrilled to recognize their continued commitment to this important fight as a founding participant in our cornerstone anti-fraud certification program."

"Ad fraud is a critical issue for our industry, which is why Rubicon Project has developed one of the most comprehensive advertising quality programs in the world," said Gregory R. Raifman, President of Rubicon Project and a founding TAG Board member. "Make no mistake, there is a veritable arms race underway between those who are truly committed to combating ad fraud and those who would seek to profit from it. We applaud TAG for launching this new effort to provide a clear, simple way to identify those in the industry who are truly committed to fighting fraud."

Rubicon Project is a founding board member of TAG, which includes executives from the world's largest brand advertisers, digital media companies, ad agencies, and technology companies. Rubicon Project has dealt directly and seriously with issues of fraud and quality for many years and has a longstanding commitment to inventory quality and pushing low-quality inventory out of its platform. Its industry-leading efforts supporting the growth of a clean, well-lit high quality advertising marketplace by establishing clear quality systems and processes throughout the organization have helped the company to block billions of bad ad impressions from ever entering the marketplace.

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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