



Rubicon Project Appoints Michael Barrett as CEO

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Frank Addante to Remain on as Founder and Chairman, Oversees Vision and Strategy for the Future

LOS ANGELES--(BUSINESS WIRE)--Mar. 14, 2017-- Rubicon Project (NYSE: RUBI), the Global Exchange for advertising, today announced that Michael Barrett will be joining the company this week as Chief Executive Officer. Frank Addante will continue with the company as Founder and Chairman focused on Rubicon Project's vision, strategy and thought leadership for the future.

Michael Barrett was previously the CEO of Millennial Media, the leading independent mobile marketplace, which was acquired by AOL/Verizon, and is a seasoned media executive who brings both a proven leadership and a deep knowledge of the advertising and digital media space to Rubicon Project. Previously, Michael was Chief Revenue Officer at Yahoo!. Prior to Yahoo!, he was the CEO of AdMeld, a programmatic supply side platform acquired by Google in 2011. Michael has had a long career in advertising and media, having served as Chief Revenue Officer at AOL and Fox among other executive leadership roles.

"The need and importance for an independent advertising exchange is bigger than ever before," said Frank Addante, Chairman and Founder of Rubicon Project. "Michael is the right leader to help Rubicon Project achieve our vision. I have been appreciative and proud to serve our team as CEO for the past ten years. I love this company and I'm proud to continue in our mission as Chairman and Founder. Rubicon Project's strategic position is strong and our team is more focused than ever. I'm excited to bring Michael on to our team as CEO. Michael understands our customers' needs well, having led the advertising businesses for some of the largest publishers in the world and he has tremendous experience in mobile advertising and even a supply-side platform. The combination of Michael's proven experience and natural cultural fit is why I approached Michael to lead this company as CEO through its next phase of growth."

"I'm very excited to join Rubicon Project and work alongside the best professionals in the business," said Michael Barrett. "Rubicon Project has a strong leadership position, a strong balance sheet, and an aggressive and innovative product strategy. We are well positioned to become the leading independent Global Exchange for publishers, app developers and advertisers, and look forward to leading the company into its next phase of success."

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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