



## The Rubicon Project, Inc. Prices Its Initial Public Offering

04/01/14

LOS ANGELES--([BUSINESS WIRE](#))--The Rubicon Project, Inc. (NYSE: RUBI) today announced the pricing of its initial public offering of 6,770,995 shares of common stock at a price to the public of \$15.00 per share. Rubicon Project is offering 5,416,796 shares of common stock and the selling stockholders named in the prospectus are offering 1,354,199 shares of common stock. Rubicon Project will not receive any proceeds from the sale of shares by the selling stockholders. In addition, Rubicon Project has granted the underwriters a 30-day option to purchase up to an additional 1,015,649 shares of common stock to cover over-allotments, if any. The shares are expected to begin trading on April 2, 2014 on The New York Stock Exchange under the ticker symbol "RUBI." The closing of the offering is expected to occur on April 7, 2014, subject to the satisfaction of customary closing conditions.

Morgan Stanley & Co. LLC, Goldman, Sachs & Co. and RBC Capital Markets, LLC are acting as joint book-running managers for the offering. Needham & Company, LLC, Oppenheimer & Co. Inc., and LUMA Securities LLC are acting as co-managers for the offering.

The offer is being made only by means of a prospectus. Copies of the final prospectus may be obtained from: Morgan Stanley & Co. LLC, 180 Varick Street, 2nd Floor, New York, NY 10014, Attention: Prospectus Department; from Goldman, Sachs & Co., Attention: Prospectus Department, 200 West Street, New York, NY 10282; or from RBC Capital Markets, LLC, Attention: Prospectus Department, 3 World Financial Center, 200 Vesey Street, 8th Floor, New York, New York 10281-8098.

A registration statement relating to shares of the common stock of Rubicon Project was declared effective by the Securities and Exchange Commission on April 1, 2014. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor may there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

### About The Rubicon Project, Inc.

Founded in 2007, Rubicon Project is a technology company automating the buying and selling of advertising with ten offices including Los Angeles, New York, San Francisco, Paris, Hamburg, Sydney, London and Tokyo. Rubicon Project's automated advertising platform is used by sellers of digital advertising to maximize revenue from advertising, decrease cost and protect their brands, while accessing a global market of buyers representing over 100,000 brands since inception of Rubicon Project.

### Contacts

The Rubicon Project, Inc.  
Media contact  
Brynn Moynihan, 646-202-9753  
[Press@rubiconproject.com](mailto:Press@rubiconproject.com)  
or  
Investor contact  
[Investor@rubiconproject.com](mailto:Investor@rubiconproject.com)