



Rubicon Project Launches First Header Bidding Solution Compliant with Google AMP

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LOS ANGELES--(BUSINESS WIRE)--Mar. 28, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest open advertising marketplaces in the world, today announced that its leading header bidding solution, FastLane, is now compliant with Google's Accelerated Mobile Pages ("AMP") Project. FastLane marks the first header bidding solution in the industry to be accepted by Google for the AMP Project, offering users a faster and more streamlined mobile web experience.

Rubicon Project, which operates a top three mobile advertising exchange globally, engineered the industry's first AMP-compliant header bidding solution as part of its ongoing initiative to deliver the best mobile experience possible for consumers, publishers and brands around the world. The core tenets upon which AMP was built are aligned with this goal and include giving publishers better control of their user's experience on mobile web, providing better performing pages, and speeding up load times without compromising the look and feel of the content. Rubicon Project's FastLane header bidding solution enables publishers to monetize their accelerated mobile pages with minimal page load impact, delivering a unique win-win for publishers seeking to maximize monetization and for consumers seeking the best mobile experience possible.

"Rubicon Project has long supported efforts, both internally as well as externally throughout the industry, to deliver consumers a faster and more streamlined experience on mobile devices," said Dr. Neal Richter, CTO, Rubicon Project. "Latency and heavy webpages overloaded with duplicative and unnecessary tech continue to be some of the biggest concerns consumers have with the mobile web. Engineering innovative solutions, like FastLane, that enable a better consumer experience and deliver greater publisher monetization is at the core of our business. We are pleased to be the first in the industry to offer a header bidding solution compatible with Google AMP-enabled sites."

The FastLane adapter for AMP has been released and accepted by the AMP Project. Rubicon Project clients that are already working with AMP-enabled pages will receive the updated adapter in the coming weeks. The adapter supports both open market and private market functionality from Rubicon Project's platform.

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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