



Rubicon Project and Screenvision Media Form Strategic Alliance to Enable Automated Buying for Cinema Advertising

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Advertisers can now access moviegoers through Rubicon Project's leading Orders platform

LOS ANGELES--(BUSINESS WIRE)--Jul. 7, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, and Screenvision Media, a national cinema advertising leader, today announced they have formed a strategic alliance under which Screenvision Media will, for the first time ever, make select inventory available to automated buyers via Rubicon Project's leading Guaranteed Orders platform.

Screenvision Media is a national cinema advertising network covering 94 percent of US Designated Market Areas in all 50 states and reaching over 40 million highly engaged moviegoers each month. Combining Screenvision Media's reach and captive audience with Rubicon Project's leading Guaranteed Orders platform enables advertisers to purchase select inventory to reach moviegoers in an Automated Guaranteed environment. This strategic deployment will facilitate access to premium video inventory on the 40 foot screen, and will serve to complement the momentum of cinema advertising's exponential growth and momentum ¹.

"Today's announcement is a direct response to the incredible advertising demand we have seen in recent months, providing quality buyers on the Rubicon Project platform with the opportunity to purchase select inventory in a previously untapped and highly-premium market," said Katy Loria, Chief Revenue Officer, Screenvision Media. "The moviegoer is truly the most desirable audience in the world -- young, affluent and tech-savvy -- and through this alliance advertisers are now able to reach this captive audience instantaneously through Rubicon Project's Orders marketplace."

The alliance announced with Screenvision Media further extends Rubicon Project's digital place-based offering in its ongoing efforts to automate the entire digital advertising ecosystem. Today, Rubicon Project, through its strategic relationships with leading providers such as AdMore, Adspace Networks, Inc., Captivate, BITPOSTER, and now Screenvision Media, is able to target audiences with video on nearly every screen they interact with on a regular basis including in malls, elevators, lobbies, cinemas, digital billboards, television, desktop and mobile devices.

Harry Patz, Chief Revenue Officer, Rubicon Project, commented, "We could not be more thrilled to team up with Screenvision Media to provide automated buying capabilities to access cinema advertising. With this announcement Rubicon Project is now able to provide buyers with the ability to find their target audience across screens, large or small, in any format of their choosing, enabling them to match the right advertisement to the exact right audience at the right time."

¹ Source: Cinema Advertising Council 2015 Revenue Report -- based on data independently tabulated by Miller, Kaplan, Arase & Co. LLP from CAC members

About Screenvision Media

Headquartered in New York, N.Y., Screenvision Media is a national leader in cinema advertising, offering on-screen advertising, in-lobby promotions and integrated marketing programs to national, regional and local advertisers and providing comprehensive cinema advertising representation services to top tier theatrical exhibitors presenting the highest quality moviegoing experience. The Screenvision Media cinema advertising network is comprised of 14,300 screens in 2,300+ theater locations across all 50 states and 94% of DMAs nationwide; delivering through more than 150 theatrical circuits, including 6 of the top 10 exhibitor companies. For more information: <http://screenvisionmedia.com/>.

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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