



Rubicon Project Recognized for Best Overall Technology for Programmatic Trading

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Award Presented by The Drum at First Digital Trading Awards USA Ceremony

LOS ANGELES--(BUSINESS WIRE)--Sep. 22, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, was recognized this week for its exceptional technology and innovation with this year's award for Best Overall Technology for Programmatic Trading by The Drum at its Digital Trading Awards USA ceremony in New York on September 21, 2016.

Rubicon Project's Advertising Automation Cloud, was recognized for its ability to provide an advanced, independent marketplace enabling sellers to effectively monetize their advertising inventory and providing advertisers the ability to maximize audience engagement. Rubicon Project was nominated alongside more than a dozen industry leaders including, AppNexus, Criteo and OpenX.

"With a global reach of approximately one billion consumers, more than 1,000 of the most premium publishers and tens of thousands of blue chip brands relying on our technology, it is clear that Rubicon Project's platform is uniquely positioned in the market today to offer premium inventory and first-to-market opportunities to buyers and sellers globally," said Harry Patz, Chief Revenue Officer, Rubicon Project. "We take great pride in our technology and product offerings, and we are honored that our commitment to quality and our leading technology solutions have been recognized with both the top honors in the U.S. and internationally by The Drum this year. When it comes to providing differentiated and valued technology, Rubicon Project stands uniquely alone at the top of the industry."

Today's announcement follows recognition earlier this year by The Drum, where Rubicon Project was named the Best Overall Technology Platform for Programmatic Trading at its annual Digital Trading Awards ceremony in the U.K. The Digital Trading Awards USA is The Drum's first awards program held in the U.S. The new awards honor programmatic performance and give recognition to the best in the programmatic and ad-tech industry in the USA.

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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