



Rubicon Project Names David Day Chief Financial Officer

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LOS ANGELES--(BUSINESS WIRE)--Feb. 23, 2017-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, today announced that the company's Board of Directors has approved the appointment of David Day as Chief Financial Officer of the company, effective immediately.

Day previously served as Rubicon Project's interim CFO since May 2016 and has been the company's Chief Accounting Officer since joining the Company in March 2013. As CFO of Rubicon Project, Day is responsible for overseeing all finance functions, including financial reporting, treasury, tax, audit and investor relations for the publicly traded technology company and reports directly to Rubicon Project's CEO and Founder, Frank Addante.

"David's 20 years of experience in the advertising market and 25 years of public company experience makes him uniquely qualified. Over the past four years David has demonstrated his financial discipline and leadership prowess, making him the right choice to lead our talented finance team," said Frank Addante, Chief Executive Officer and Founder of Rubicon Project. "In this capacity, David will play a key role in the go-forward strategy for the company and will continue to be a valued partner on our executive team as we focus our business to provide innovative solutions to our clients and continued long-term value to our stockholders."

David Day, Chief Financial Officer of Rubicon Project, commented, "It is an exciting time in our industry and for our company with tremendous opportunities for growth in the years ahead. I could not be more pleased to take on this role permanently helping to lead such a talented team."

Before joining Rubicon Project, Day was most recently Chief Accounting Officer at ReachLocal, a public digital advertising company, and was previously Senior Vice President of Finance at Overture and at Yahoo Search Marketing. Day was also co-founder of SignJammr, a start-up in the out-of-home advertising space, and was Vice President of Finance for Spot Runner, a technology-based ad agency for small and medium-sized business. Prior to that he had approximately 12 years of public accounting experience with PricewaterhouseCoopers and Arthur Andersen, including three years in PwC's Frankfurt, Germany office.

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 people. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.



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