



## Rubicon Project Teams Up with the Ad Council to Distribute Public Service Advertisements

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### Collaboration Enables Social Good Campaigns to Reach Approximately 1 Billion People at No Cost

LOS ANGELES, Sept. 28, 2017 (GLOBE NEWSWIRE) -- Rubicon Project (NYSE:RUBI), the Global Exchange for advertising, and the Ad Council, a non-profit organization that powers the pro bono efforts of the media, advertising and communication industries for social causes, today announced a collaboration through which Rubicon Project will donate unsold advertising inventory to the Ad Council's national public service campaigns. The agreement will serve as a milestone for the Public Service Announcement (PSA) arm of Rubicon Project's "Changing Advertising for Good" initiative.

As a direct result of today's announcement, Ad Council campaigns will have the opportunity to have their ads seen by approximately 1 billion consumers free of charge thanks to Rubicon Project's reach.

"At Rubicon Project, we believe we have an opportunity and an obligation to use our scale and reach to help non-profit organizations and charities reach those that need them most," said Michael Barrett, President and CEO of Rubicon Project. "The Ad Council has given a voice to many incredible causes through some of the most impactful campaigns of the last 75 years. We are excited to work with the Ad Council as we give back to our community in such a powerful way."

"Rubicon Project has a long history of using their technology to support charitable causes," said Beth Ellard, Head of Business Development & Innovation, Ad Council. "We're thrilled to extend the reach and impact of our campaigns through Rubicon Project's support."

#### About Rubicon Project

Founded in 2007, Rubicon Project is one of the world's largest advertising exchanges. The company helps websites and apps thrive by giving them tools and expertise to sell ads easily and safely. In addition, the world's leading agencies and brands rely on Rubicon Project's technology to execute billions of advertising transactions each month. Rubicon Project is an independent, publicly traded company (NYSE:RUBI) headquartered in Los Angeles, California.

#### The Ad Council

The Ad Council brings together the most creative minds in advertising and media to address the most worthy causes. Its innovative, pro bono social good campaigns raise awareness. They inspire action. They save lives. To learn more, visit [www.adcouncil.org](http://www.adcouncil.org), follow the Ad Council's communities on [Facebook](#) and [Twitter](#), and view the creative on [YouTube](#).

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