



Rubicon Project Recognized as #1 Marketplace Internationally for Inventory Quality

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In Independent Rankings of 400 Companies Globally Rubicon Project Maintains Top Tier Rankings Across All Inventory Categories

LOS ANGELES--(BUSINESS WIRE)--Mar. 3, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest premium advertising marketplaces in the world, today announced it had received the highest recognition for inventory quality internationally in Picalate's latest Global Seller Trust Index. The #1 ranking follows previous top tier quality awards for both desktop and mobile application inventory. Rubicon Project was the only company to rank in the top tier independent quality rankings across each of the advertising inventory categories it measures: U.S. desktop index, international desktop index and mobile index.

Rubicon Project's mobile application inventory and U.S. desktop inventory each received the index's highest possible rating of an "A" in the final overall scores that were given.

"Being consistently the only company independently ranked in the top tier quality rankings across International, Mobile, in-app, and desktop inventory is a true testament to our unwavering and longstanding commitment to providing the absolute highest quality and best lit marketplace possible for buyers to safely target the audiences they seek through every major form of digital inventory, type of ad unit and channel," said Gregory R. Raifman, President, Rubicon Project.

"The Picalate Global Seller Trust Index helps advertisers and investors partner with the most trusted sellers and exchanges, globally and at scale. We congratulate Rubicon Project on achieving top tier rankings across the US, Global and Mobile indices," commented Jalal Nasir, CEO, Picalate.

"For years Rubicon Project has been on the front lines fighting to eliminate bad inventory, implementing an aggressive and comprehensive plan for blocking illegitimate traffic and helping to rally the entire industry to adopt the highest quality standards for the market," said Brad Holcenberg, Head of Platform Quality, Rubicon Project. "With independent rankings like today's from Picalate, buyers and sellers can be certain that when they come to Rubicon Project to buy and sell advertising, they are working with a proven partner with a track record of delivering against its commitments to providing the cleanest and highest quality inventory available."

The Global Seller Trust Index is a monthly publication based upon Picalate's proprietary technology that analyzes more than 100 billion monthly impressions. Global quality ratings are based upon a weighted analysis and scoring of overall effectiveness assessing reach, fraud, masking, viewability and network in compliance with recognized industry standards.

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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Source: Rubicon Project

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