



January 31, 2017

Rocket Fuel to Report Fourth Quarter and Fiscal Year 2016 Results and Host Quarterly Conference Call on February 21

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel Inc. (NASDAQ:FUEL), a leading Predictive Marketing Platform provider, today announced it will report its fourth quarter and fiscal year 2016 financial results for the period ended December 31, 2016, following the close of market on Tuesday, February 21, 2017. On that day, management will hold a conference call and webcast at 2:00p.m. PT (5:00p.m. ET) to review and discuss the company's business and results.

What: Rocket Fuel Fourth Quarter and Fiscal 2016 Financial Results ConferenceCall

When: Tuesday, February 21, 2017

Time: 2:00p.m. PT (5:00p.m. ET)

Live Call: 1-888-428-9507 or 719-325-2108

Replay: 1-888-203-1112, passcode 7397305#
(Available until 5:00p.m. PT on February 26, 2017)

Webcast: <http://investor.rocketfuel.com/>

About Rocket Fuel Inc.

A leading predictive marketing platform provider, Rocket Fuel Inc. (NASDAQ:FUEL) offers brands, agencies, and platform partners managed services, as well as a SaaS-based Data Management Platform (DMP) and Demand Side Platform (DSP), to optimize performance, awareness, and lift across marketing objectives, channels and devices. By applying artificial intelligence at big data scale, Rocket Fuel's Moment Scoring™ technology performs a real-time calculation of each ad opportunity based on a marketer's goal to determine the likelihood a consumer will engage in a desired action. Moment Scoring technology is designed to go beyond 1:1 marketing by learning to predict what marketing actions to take with a campaign at a precise moment in time, which results in a much more efficient use of marketing dollars. Headquartered in Redwood City, California, Rocket Fuel has over 20 offices worldwide and trades on the NASDAQ Global Select Market under the ticker symbol "FUEL." For more information, please visit <http://www.rocketfuel.com> or call 1-888-717-8873.

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Rocket Fuel Inc.

Investor Relations:

650-481-6082

ir@rocketfuel.com

or

Media Relations:

Kristin Holloway, 650-481-6178

pr@rocketfuel.com

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