



February 23, 2017

## Rocket Fuel to Present at Upcoming Investor Conference

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel Inc. (NASDAQ:FUEL), a leading predictive marketing platform provider, today announced that senior management will present to the investment community and host one-on-one meetings at the following investor conference:

JMP Securities Technology Conference  
Date: Monday, February 27, 2017  
Time: 4:30pm PT  
Format: Presentation and 1x1/small investor group meetings  
Location: The Ritz-Carlton, San Francisco, CA

A webcast will be accessible on the investor relations section of the Rocket Fuel website (<http://investor.rocketfuel.com>). An archived replay of the webcast will be available following the live presentation.

### About Rocket Fuel

Rocket Fuel is a predictive marketing software company that uses artificial intelligence to empower agencies and marketers to anticipate people's need for products and services.

Headquartered in Redwood City, Calif., Rocket Fuel has more than 20 offices worldwide and trades on the NASDAQ Global Select Market under the ticker symbol "FUEL." Rocket Fuel, the Rocket Fuel logo, Moment Scoring, Advertising That Learns and Marketing That Learns are trademarks or registered trademarks of Rocket Fuel Inc. in the United States and other countries. For more information, please visit <http://www.rocketfuel.com> or call 1-888-717-8873.

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