



May 2, 2017

Rocket Fuel to Report First Quarter 2017 Results and Host Quarterly Conference Call on May 9

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel Inc. (NASDAQ:FUEL), a predictive marketing platform, today announced it will report its first quarter 2017 financial results for the period ended March 31, 2017, following the close of market on Tuesday, May 9, 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 First Quarter 2017 Financial Results Conference Call

When: Tuesday, May 9, 2017

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

Live Call: 1-888-503-8175 or 719-325-2393

Replay: 1-888-203-1112, passcode 1582897#
(Available until 5:00p.m. PT on May 14, 2017)

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

About Rocket Fuel Inc.

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.

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