

ROCKET FUEL INC.

FORM 8-K (Current report filing)

Filed 03/08/17 for the Period Ending 03/08/17

Address	2000 SEAPORT BLVD, SUITE 400 REDWOOD CITY, CA 94063
Telephone	650-595-1300
CIK	0001477200
Symbol	FUEL
SIC Code	7370 - Computer Programming, Data Processing, And
Industry	Advertising & Marketing
Sector	Consumer Cyclical
Fiscal Year	12/31

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d) of
The Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported)

March 8, 2017

Rocket Fuel Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation)

001-36071
(Commission File Number)

30-0472319
(IRS Employer
Identification No.)

**2000 Seaport Blvd., Suite 400
Redwood City, CA 94063**
(Address of principal executive offices, including zip code)

(650) 595-1300
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01. Regulation FD Disclosure.

On February 21, 2017, Rocket Fuel Inc. (the “Company”) issued a press release which incorrectly stated that the Company “announced during the company’s fiscal year 2016 earnings 165 percent year-over-year growth in platform services, including a greater than five times increase in platform customers.”

The correct calculation of year-over-year revenue growth in platform services is 135% for the full fiscal year 2016, which is derived from the data published in the Company’s investor deck found at investor.rocketfuel.com in connection with the Company’s February 21, 2017 earnings call.

As presented in our webcast of February 21, 2017, also found on our website at investor.rocketfuel.com, the Company now has more than 100 platform customers, an increase of 75% over Q4 2015.

The information set forth under this Item 7.01 shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or incorporated by reference in any filing under the Securities Act of 1933, as amended (the “Securities Act”), or the Exchange Act, except as expressly set forth by specific reference in any such filing.
