

APPNEXUS NAMES GOOGLE/DOUBLECLICK AD EXCHANGE EXECUTIVE AS PRESIDENT

Company Prepares for Growth in Emerging Fields of Cloud Computing and Real-Time Advertising

NEW YORK, NY – September 9, 2009 – AppNexus, Inc., a cloud computing and real-time online advertising platform company, today announced that Michael Rubenstein has been named the company's President, reporting to CEO and co-founder Brian O'Kelley.

Mr. Rubenstein is a 10-year veteran of Google/DoubleClick, where he has served in a variety of business leadership and executive management roles. Mr. Rubenstein most recently served as Google's Director of Ad Exchange. Prior to Google's acquisition of DoubleClick, Mr. Rubenstein founded and served as Vice President & General Manager of DoubleClick Ad Exchange, reporting to the company's CEO David Rosenblatt.

"We are delighted to welcome someone of Michael's extensive online experience, vision, and record of accomplishment to the AppNexus team," said Brian O'Kelley, CEO of AppNexus. "AppNexus's business is at the intersection of the most exciting emerging segments of the internet, including cloud computing and real-time online advertising, and Michael's experience successfully commercializing new offerings will be an invaluable asset to the company as we continue our growth. This appointment is an important step in the company's ongoing expansion and underscores our commitment to adding top industry talent."

ABOUT APPNEXUS, INC.

AppNexus is a cloud computing and real-time online advertising platform company based in New York City. AppNexus's customers and partners include the largest buyers and sellers of online advertising. AppNexus's proprietary technology platforms and cloud infrastructure are powering the development of the real-time advertising ecosystem. The company was founded in 2007 by Brian O'Kelley and Mike Nolet, and is backed by investors including Venrock, Kodiak Venture Partners, and First Round Capital.

FIND OUT MORE: Read documentation at wiki.appnexus.com or visit www.appnexus.com
CONTACT APPNEXUS: Call +1 (646) 723-7844 or email info@appnexus.com