



Press Release: AppNexus Secures \$8 Million in Series B Funding

Venrock Leads Latest Round; Mike Tyrrell Joins Board

NEW YORK, NY —Sept. 25, 2008 — AppNexus, a leading provider of enterprise-class cloud computing solutions, today announced that it has raised \$8 million in Series B funding and added Mike Tyrrell, general partner at Venrock, to its board of directors. The round was led by Venrock, a premier venture capital firm founded by the Rockefeller family, and included Kodiak Venture Partners. AppNexus enables businesses to build robust, cost-efficient and instantly scalable enterprise production infrastructure. The company will use the funding to support product development as well as sales and marketing efforts.

"AppNexus is making enterprise-class infrastructure accessible to a wide range of businesses and has seen significant traction in the advertising and consumer product industries," said Mike Tyrrell, general partner at Venrock. "We are impressed with the company's leadership and vision, and look forward to supporting their expansion and growth into new industries and markets."

Building and managing infrastructure has historically been an expensive, difficult process that can take months to complete. Brian O'Kelley and Mike Nolet AppNexus, former Right Media executives, launched AppNexus in 2007 to make it easy for businesses of any size to set up secure, redundant and efficient production-ready datacenters. In just one hour, users can reserve top quality servers, launch virtual operating systems, run applications, load balance those applications and store secure data using a self-service interface. Best of all, AppNexus can easily and affordably scale to meet its customer's changing datacenter needs.

"Our goal is to make it easy and affordable for companies to build and manage their infrastructure so that they can focus on their core business processes," said Brian O'Kelley, co-founder and CEO, AppNexus. "The response has been overwhelming, and today many of our customers generate billions of transactions per month."

About AppNexus

AppNexus provides enterprises with a high-quality, cost-effective, self-service production computing platform as well as an ecosystem that enables business partners to collaborate quickly and securely within a cloud. Today over 40 enterprises, including several Global 1000 firms, are leveraging the company's cloud computing solution in multiple datacenters. AppNexus is backed by Khosla Ventures, First Round Capital, Venrock, Kodiak Venture Partners, Marc Andreessen, Ben Horowitz, and Ron Conway. For more information, please visit www.appnexus.com.

About Venrock

Venrock is a premier venture capital firm with offices in Palo Alto, New York, Cambridge, MA, and Israel. Originally established as the venture capital arm of the Rockefeller family, Venrock continues a seven-decade tradition of partnering with entrepreneurs to establish successful, enduring companies. Having invested \$2.2 billion in 417 companies resulting in 124 IPOs over the past 39 years, Venrock's investment returns place it among the top tier venture capital firms that have achieved consistently superior performance. With a primary focus on technology, healthcare, and energy, portfolio companies have included Adify, Adnexus Therapeutics, Apple Computer, Centocor, Check Point Software, DoubleClick, Gilead Sciences, Idec Pharmaceuticals, Illumina, Intel, Millennium Pharmaceuticals, Sirna Therapeutics, StrataCom, and Vontu. For more information, please visit Venrock's website at www.venrock.com.