

**ROCKET FUEL INC. - CASH SETTLEMENT/ACCELERATION OF EXPIRATIONS****DESCRIPTION:**

On September 5, 2017 Fuel Acquisition Co., a wholly owned subsidiary of Sizmek Inc., completed its tender offer for Rocket Fuel Inc. (FUEL) Common Shares. The subsequent merger was completed before the open on September 6, 2017. As a result, each existing FUEL Common Share will be converted into the right to receive \$2.60 net cash per share.

**ACCELERATION OF EXPIRATIONS**

Pursuant to OCC Rule 807, equity stock option contracts whose deliverables are adjusted to call for cash-only delivery will be subject to an acceleration of the expiration dates for outstanding option series. (See OCC Information Memo 23707) Additionally, the exercise by exception (ex by ex) threshold for expiring series will be \$.01 in all account types.

All series of Rocket Fuel Inc. options whose expiration dates are after 9-15-2017 will have their expiration dates advanced to 9-15-2017. Expiration dates occurring before 9-15-2017 (e.g., Flex options) will remain unchanged.

All Rocket Fuel Inc. options will utilize a \$.01 exercise threshold.

Option Symbol: FUEL

Existing Expiration: All months

New expiration date: 9-15-2017

Existing American-style Rocket Fuel Inc. options remain exercisable at the option of the holder prior to their expiration. Exercised options will continue to settle in two business days.

**Pending Contract Adjustments:**

Pursuant to the By-Laws of the Options Clearing Corporation ("OCC"), the below options will be adjusted as follows.

Adjustment Date:	September 6, 2017
Option Symbol:	FUEL remains FUEL
Underlying Security:	FUEL remains FUEL
Contract Multiplier:	1
Strike Divisor:	1
New Multiplier:	100
New Deliverable:	\$260.00 Cash (\$2.60 x 100)

**Pricing Considerations:**

**Additional Exchange Info:** On Wednesday, September 6<sup>th</sup>, 2017, immediately after the BOX close, all resting orders for MACK in the order book will be canceled by the BOX Market Operations Center.

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
FUEL	C/P	1.00	09/15/2017	FUEL	C/P	1.00	09/15/2017
FUEL	C/P	2.00	09/15/2017	FUEL	C/P	2.00	09/15/2017
FUEL	C/P	3.00	09/15/2017	FUEL	C/P	3.00	09/15/2017

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
FUEL	C/P	4.00	09/15/2017	FUEL	C/P	4.00	09/15/2017
FUEL	C/P	5.00	09/15/2017	FUEL	C/P	5.00	09/15/2017
FUEL	C/P	6.00	09/15/2017	FUEL	C/P	6.00	09/15/2017
FUEL	C/P	7.00	09/15/2017	FUEL	C/P	7.00	09/15/2017
FUEL	C/P	1.00	10/20/2017	FUEL	C/P	1.00	10/20/2017
FUEL	C/P	2.00	10/20/2017	FUEL	C/P	2.00	10/20/2017
FUEL	C/P	3.00	10/20/2017	FUEL	C/P	3.00	10/20/2017
FUEL	C/P	4.00	10/20/2017	FUEL	C/P	4.00	10/20/2017
FUEL	C/P	5.00	10/20/2017	FUEL	C/P	5.00	10/20/2017
FUEL	C/P	6.00	10/20/2017	FUEL	C/P	6.00	10/20/2017
FUEL	C/P	7.00	10/20/2017	FUEL	C/P	7.00	10/20/2017
FUEL	C/P	8.00	10/20/2017	FUEL	C/P	8.00	10/20/2017
FUEL	C/P	9.00	10/20/2017	FUEL	C/P	9.00	10/20/2017
FUEL	C/P	10.00	10/20/2017	FUEL	C/P	10.00	10/20/2017
FUEL	C/P	1.00	01/19/2018	FUEL	C/P	1.00	01/19/2018
FUEL	C/P	2.00	01/19/2018	FUEL	C/P	2.00	01/19/2018
FUEL	C/P	3.00	01/19/2018	FUEL	C/P	3.00	01/19/2018
FUEL	C/P	4.00	01/19/2018	FUEL	C/P	4.00	01/19/2018
FUEL	C/P	5.00	01/19/2018	FUEL	C/P	5.00	01/19/2018
FUEL	C/P	6.00	01/19/2018	FUEL	C/P	6.00	01/19/2018
FUEL	C/P	7.00	01/19/2018	FUEL	C/P	7.00	01/19/2018
FUEL	C/P	1.00	04/20/2018	FUEL	C/P	1.00	04/20/2018
FUEL	C/P	2.00	04/20/2018	FUEL	C/P	2.00	04/20/2018
FUEL	C/P	3.00	04/20/2018	FUEL	C/P	3.00	04/20/2018
FUEL	C/P	4.00	04/20/2018	FUEL	C/P	4.00	04/20/2018
FUEL	C/P	5.00	04/20/2018	FUEL	C/P	5.00	04/20/2018
FUEL	C/P	6.00	04/20/2018	FUEL	C/P	6.00	04/20/2018
FUEL	C/P	7.00	04/20/2018	FUEL	C/P	7.00	04/20/2018

**Disclaimer:**

This Information Memo summarizes corporate events affecting listed options. No warranty of accuracy or completeness is given with respect to the summary. Option series information is based on series existing at OCC at the time this Memo was generated.

**Contact Information:**

Questions regarding this memo can be addressed to the BOX Market Operations Center at 617-235-2291 or toll free at 1-866-768-8845.