

Rocket Fuel Inc.  
Form SC14D9C  
July 18, 2017

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**SCHEDULE 14D-9**

(Rule 14d-101)

**Solicitation/Recommendation Statement  
Under Section 14(d)(4) of the Securities Exchange Act of 1934**

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**ROCKET FUEL INC.**

(Name of Subject Company)

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**ROCKET FUEL INC.**

(Name of Person Filing Statement)

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**Common Stock, Par Value \$0.001 Per Share**

(Title of Class of Securities)

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773111109

(CUSIP Number of Class of Securities)

**E. Randolph Wootton III**  
**Chief Executive Officer**  
**Rocket Fuel Inc.**  
**2000 Seaport Boulevard, Suite 400**

**Pacific Shores Center**  
**Redwood City, CA 94063**  
**(650) 595-1300**

(Name, address and telephone number of person authorized to receive notices and communications on behalf of the persons filing statement)

With copies to:

**Martin W. Korman**  
**Rachel B. Proffitt**

**Douglas K. Schnell**

**Wilson Sonsini Goodrich & Rosati**  
**Professional Corporation**  
**650 Page Mill Road**  
**Palo Alto, CA 94304**  
**(650) 493-9300**

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Check the box if the filing relates solely to preliminary communications made before the commencement of a tender offer.

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This Schedule 14D-9 filing contains the following documents relating to transactions contemplated by the Agreement and Plan of Merger, dated as of July 17, 2017, among Rocket Fuel Inc., Fuel Acquisition Co. and Sizmek Inc.:

- Exhibit 99.1: E-mail to Customers.
- Exhibit 99.2: E-mail to Employees.
- Exhibit 99.3: Partner Vendor E-mails.
- Exhibit 99.4: Town Hall Presentation.
- Exhibit 99.5: FAQ Internal.
- Exhibit 99.6: FAQ Customers.
- Exhibit 99.7: Social Channel Updates.
- Exhibit 99.8: RED Team Notification.

**EXHIBIT INDEX**

<b>Exhibit No.</b>	<b>Description</b>
99.1	E-mail to Customers.
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