AcuityAds Inc. Taps Channel Sales Executive to Accelerate Growth

TORONTO, Ont. – July 29, 2015 – AcuityAds Holdings Inc. (TSXV:AT) ("AcuityAds" or "Company"), a leading provider of targeted digital media solutions, enabling advertisers to connect intelligently with their audiences across online display, video, social and mobile campaigns, today announced the hiring of Renzo Dipasquale as Vice President, Self-Serve and Enterprise, to lead the Company's SaaS-based Self-Service business.

"We are thrilled to welcome Renzo aboard during this exciting period of growth for the Company, and in particular to expand our fast growing Self-Service business," said Tal Hayek, CEO of AcuityAds. "Our Self-Service business currently makes up over 20% of the Company's overall revenues and remains the future driver of growth for the Company. Given the wide reaching access our partner agencies have with industry leading companies that are looking for a strong programmatic advertising platform, that is flexible, easy to use and drives quick ROI, the Acuity Self-Service business continues to be highly scalable."

Mr. Dipasquale brings to Acuity extensive experience in running Channel and Enterprises teams at leading technology companies including Avaya Canada, Symantec and OnX Enterprise Solutions. In 2013, he was a founding member of the Canadian Channel Chiefs Council (CCCC) and most recently, Mr. Dipasquale was the Vice President of Enterprise Sales for Avaya Canada focused on selling Unified Communications and Collaboration solutions to the largest enterprise customers across Canada. Mr. Dipasquale's primary focus areas at Acuity will be on marketing & expanding the Self-Service business and establishing new relationships with Enterprise companies that can leverage Acuity's industry leading programmatic advertising platform.

About AcuityAds:
AcuityAds has developed a programmatic marketing platform powered by proprietary machine learning technology that allows advertisers to target and connect intelligently with their audiences across online display, video, social and mobile campaigns. With operations in New York, Toronto, Los Angeles, Montreal, Chicago, and Boston, AcuityAds's customers include both large Fortune 500 enterprises and small to mid-sized businesses. For more information, visit www.acuityads.com.

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Disclaimer in regards to Forward-looking Statements

Certain statements included herein constitute “forward-looking statements” within the meaning of applicable securities laws, including but not limited to statements regarding AcuityAds’ areas of focus and service offerings. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management at this time, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Investors are cautioned not to put undue reliance on forward-looking statements. Except as required by law, AcuityAds does not intend, and undertakes no obligation, to update any forward-looking statements to reflect, in particular, new information or future events. The Company’s client that has been mentioned in this press release has the right to exercise an out clause right at any time during the advertising campaign.

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