



## **AcuityAds Inc. Receives Approximately USD \$450,000 Order for Retail Campaign**

**TORONTO AND NEW YORK – April 11, 2016** – 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 that the Company has received an order for a programmatic advertising campaign for approximately USD \$450,000 from a major global appliance company. The campaign will be delivered over the course of Q2 2016 and is the fifth consecutive order from this company.

“We are pleased to see our programmatic platform continuing to gain traction among industry leaders throughout North America,” said Tal Hayek, CEO of AcuityAds. “This global appliance company continues to see an increase in ROI from the use of our platform and this type of repeat business, especially from such a large organization, is a testament to the value that our platform is providing.”

The retail industry represents one of six core vertical areas of focus that, combined with publisher direct relationships and third party data source integrations, enables AcuityAds to deliver greater granularity in audience targeting. In addition to retail, AcuityAds’ other core verticals include financial services, automotive, healthcare, politics and entertainment.

### **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 sales operations in New York, Boston, Los Angeles, Toronto and Montreal, AcuityAds customers range from large Fortune 500 enterprises to small and mid-sized businesses. For more information, visit [www.acuityads.com](http://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 statements regarding future waivers by the Lenders and the future growth of the Company. 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. In particular, but without limitation, statements contained in this release concerning the expected use of the net proceeds from the Loan are inherently uncertain and subject to prevailing market conditions. 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.

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