AcuityAds Achieves New Milestone – Signs 100th Partner for its Self-Serve Programmatic Marketing Platform

TORONTO and NEW YORK – June 27, 2016 – AcuityAds Holdings Inc. (TSXV:AT) ("AcuityAds" or "Company"), a technology leader that provides targeted digital media solutions enabling advertisers to connect intelligently with audiences across online display, video, social and mobile campaigns, today announced that it has reached the 100th partner mark for its Self-Serve Programmatic Marketing Platform. Acuity's partner roster, which now includes a blended mix of both brands and agencies has expanded rapidly since launching the Self-Serve Platform only 24 months ago, adding 10 new partners in May 2016 alone.

Acuity's Self-Serve Programmatic Marketing Platform enables partners to manage digital advertising campaigns easily and efficiently via an intuitive user interface with access to extensive resources including campaign specialists, training and support experts. The platform is powered by proprietary machine learning technology, enabling marketers to supercharge their digital marketing by taking extreme control of their programmatic advertising campaigns, redefining industry standards for data-driven transparency.

"Acuity saw that there was a real gap in the market for a programmatic solution that put marketers in the driver's seat because both brands and agencies were in need of a tool that provided campaign visibility, control and flexibility. This led to the creation of our Self-Serve Platform, which allows marketers and agencies alike to control their campaigns down to the very last detail," said AcuityAds CEO Tal Hayek. "The Self-Serve business now represents the fastest growing revenue segment of our business worldwide and the 100 partner milestone is a tremendous achievement for our company. It is also a validation that brands and agencies across the globe are recognizing the investments we've made in building the most effective and transparent Self-Serve Programmatic Platform to help them ultimately deliver the highest return on advertising spend possible."

The Acuity Self-Serve Partner Program (ASPP) includes free training and on-boarding to the Self-Serve platform and access to a dedicated Account Manager to aid with ramping, campaign setup and optimization and access to technical support. Marketers can monitor the progress of their existing campaigns in real-time with in-depth analysis thanks to the platform's algorithmic performance and up-to-the-minute reporting to measure campaign success.

AcuityAds has also recently launched its Self-Serve Programmatic Marketing Platform in Europe and this should provide another catalyst for continued growth of its Self-Serve partner community worldwide.

Furthermore, AcuityAds is pleased to announce that it has retained Renmark Financial to further expand the Company's investment exposure in the United States. In consideration of the services to be provided, the Company has agreed to pay a monthly retainer of $3,500 starting July 1st, 2016 to Renmark Financial Communications Inc. Renmark Financial Communications does not have any interest, directly or indirectly, in AcuityAds Inc. or its securities, or any right or intent to acquire such an interest.

For more information on how Acuity is powering the most efficient programmatic campaigns in the industry, visit AcuityAds.com or to explore the Acuity Self-Serve Partner Program in more detail visit www.AcuityAds.com/Acuity-Partner-Program

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About AcuityAds

AcuityAds is a technology company that enables marketers to connect intelligently with their most meaningful audiences through digital media. At the core of its offerings is a self-serve programmatic marketing platform, powered by proprietary machine learning technology. AcuityAds empowers marketers by leveraging its industry leading advertising campaign solutions with real-time reporting and analytics, bringing accountability to programmatic advertising to deliver business results.

AcuityAds is headquartered in Toronto, Ontario, Canada with offices in New York City, Boston, Los Angeles, San Francisco, San Diego, Vancouver, Calgary and Montreal. For more information, visit AcuityAds.com.

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