

YUME CELEBRATES INITIAL PUBLIC OFFERING AND FIRST DAY OF TRADING ON THE NEW YORK STOCK EXCHANGE

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NEW YORK, August 7, 2013 – Redwood City, Calif.-based YuMe, a leading independent provider of digital video brand advertising solutions, opened for trading today on the New York Stock Exchange (NYSE) under the ticker symbol **“YUME”** after its initial public offering. Barclays is the Designated Market Maker (DMM) for the company’s stock. **Jayant Kadambi, Co-Founder & CEO**, joined by members of the company’s management team, celebrated the company’s first day of trading by visiting the NYSE trading floor for the stock opening and by ringing The Opening Bell®.

“We are delighted to welcome YuMe to our network of innovative companies,” said Scott Cutler, Executive Vice President, Head of Global Listings, NYSE Euronext. “We congratulate YuMe on the completion of its IPO and look forward to a long-standing partnership with the company and its shareholders.”

“As consumers’ media consumption continues to fragment across screens, YuMe solves the digital video challenges of brand advertisers by making it easier for advertisers to discover receptive audiences in attentive situations, like never before,” said Jayant Kadambi, Co-Founder & CEO of YuMe. “What better place to share our story with the world, than on the biggest stage in business, the NYSE.”

For more information on NYSE Euronext’s listings business and to learn about trends in the IPO market, please visit the [NYSE Euronext IPO Center](#).

Photo 1

YuMe Co-Founder & CEO Jayant Kadambi, joined by members of the company’s management team, rings the NYSE Opening Bell® to celebrate the company’s IPO and first day of trading on the NYSE.

Photo 2

YuMe Co-Founder & CEO Jayant Kadambi in the center of the trading crowd as the company’s stock opens on the NYSE.

About YuMe (NYSE: YUME)

YuMe is a leading provider of digital video brand advertising solutions. Its proprietary data-science driven technologies and large audience footprint drive inventory monetization and enable advertisers to reach targeted, brand receptive audiences across a wide range of Internet-connected devices. Designed to serve the specific needs of brand advertising, YuMe’s technology platform simplifies the complexities associated with delivering effective digital video advertising campaigns in today’s highly-fragmented market. YuMe (NYSE: YUME) is headquartered in Redwood City, CA with European headquarters in London and nine additional offices worldwide. The company is backed by Accel Partners, BV Capital, DAG Ventures, Intel Capital, Khosla Ventures, Menlo Ventures, Samsung Ventures, Translink Capital and WestSummit Capital. For more information, visit [YuMe.com/pr](http://www.yume.com/pr), follow @YuMeVideo and like YuMe on Facebook. Current YuMe logos can be found at www.yume.com/news/logos.

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