



4 January 2006

### **PRICERUNNER'S £1m ADVERTISING CAMPAIGN**

The price comparison website, PriceRunner.co.uk is about to begin its biggest ever advertising campaign, including the first TV executions for the Company.

Launching on New Year's Day and running until 22 January to cover the January sales period, the brand push will run across national TV, regional radio and online banners.

The aim of the campaign is to raise awareness of PriceRunner, generate understanding of what the website does and encourage consumers to click on PriceRunner first before buying. The core message centres around the fact that price comparison websites do save consumers money.

30 second TV spots will run across channels including Sky One, Sky Sports, E4, and ITV 2, 3 and 4. Radio advertising will run in two waves across key commercial stations in London and in Manchester. Target demographic will focus on the 25 to 44 age group, with a slight male bias.

Running alongside the TV and radio advertising will be an online banner campaign across a network with 11 million unique users which will reach 37% of the UK online audience. In addition, paid search will be stepped up during January to ensure that users can find PriceRunner on the web.

Gary Goodman, Marketing Director at PriceRunner said: "We're very excited to embark on our first ever TV advertising campaign. This significant investment underpins our commitment to building the PriceRunner brand, and educating consumers that PriceRunner is there to save them money."

John Broughton, Head of Direct at Media Contacts commented, "It's always interesting to take a brand into new territory, especially if it's a first for their business sector also. For PriceRunner, TV was a natural next step, and we are looking forward to bringing this very strong product to a wider audience"

Creative for the media campaign was developed by Bray Leino, with media buying carried out by Media Contacts (MPG).

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#### Contact Details

ValueClick Europe  
Emma Flack  
Tel: +44 (0)7753 857101  
Email: [eflack@valueclick.com](mailto:eflack@valueclick.com)

ValueClick Europe  
Alison Haysom  
Marketing Communications Manager  
Tel: +44 (0)20 8785 5845  
Email: [ahaysom@valueclick.com](mailto:ahaysom@valueclick.com)

#### About PriceRunner

PriceRunner, a division of ValueClick, Inc. (Nasdaq: VCLK), is the UK's most comprehensive and independent price comparison company. Online prices are updated on a daily basis by a specialist team that develops and manages cutting edge technology which hunts down the cheapest online prices available. PriceRunner is unique in that, unlike other price comparison sites, a dedicated team of PriceRunners also checks prices in high street stores. PriceRunner always lists the cheapest price first and is completely independent in that it lists all retailers, regardless whether they pay or not, to provide consumers with a complete overview of the market.

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