



The Real Cost of Going on the Piste - Brits Hit Hard By Hidden Ski Expenses

Last minute ski break bookings are expected to surge as the world is about to follow the highs and lows of the Winter Olympics in Turin (10th – 26th February), helped by reports of fresh powder and freezing temperatures spreading westwards across the mountains in the Alps and Central Europe. Yet Brits could be hit with hundreds of pounds of hidden costs after booking their last-minute skiing holiday.

With 2.1 million Brits hitting the slopes in 2005, a 9% increase since 2000¹, leading price comparison website PriceRunner.co.uk has researched the average costs for a seven day holiday in nine European ski destinations during high season beyond the transparent travel and accommodation costs.

Whether you're a **S.L.A.L.O.M.** (Skiers Loving A Laugh On Mountains), **M.O.G.U.L.** (Mind on Gluwein (and) Usually Larging-it) or simply one of many **S.K.I.E.R.S.** (Several Kids Ideal Escape – Resort Safe) PriceRunner.co.uk has identified the perfect place for your piste of mind!

Serious S.L.A.L.O.M.

Hunting for fresh powder S.L.A.L.O.M.s will be first in the lift queue, and are looking for best value for money overall. Ski hire, lift pass, lunch and après ski are all taken into consideration, but prices for the pass is crucial – Films Laax in Switzerland is the most expensive with one costing £173.47 per person. Prices in Norway in comparison can be almost halved with a pass costing £90.99.

What M.O.G.U.L.s really want...

Preferring schnapps over skiing, the M.O.G.U.L. is looking for the best resort to go out on the piste. Resorts in Italy can offer them the best prices for lunch along with a refreshing beer - £102.55 for the week, and it is the cheapest country for other boozy beverages in the evening. Norway and Sweden take first and second place for the most expensive eating and drinking, so M.O.G.U.L.s might want to swerve away from them.

Simply S.K.I.E.R.S.

Costs for a family of four can vary dramatically, and S.K.I.E.R.S. are looking for competitive prices for ski hire, food costs and passes for the whole family. Considerable savings of £179.85 can be made by following the Olympians to Italy in comparison to Tignes, France

¹ The Ski Club of Great Britain

where a week's costs would be £454.86. Keeping the kids fuelled with food is cheapest in Solda, Italy where a week of lunches for two totals £75.83 – in France this would cost over £50 more.

'Czech' it out

The Czech Republic has proved to be the cheapest in each category bar one. Ski hire, ski pass and a satisfying lunch up the mountain will cost only £128.45 or £435.89 for a family of four. However, it is not the place to toast your success on the slopes, with Veuve Clicquot costing £32.41 a bottle – the most expensive, and the third most expensive country for après ski over all.

Gary Goodman, Marketing Director, PriceRunner.co.uk said: "Our research reveals that it's always best to shop around for your last-minute ski break, once you've determined what you want from your ski holiday, and to remain flexible regarding the resort and also the country. What initially might seem like the cheapest deal available, may prove to be highly expensive in the long run, once you've added up the extra costs, so putting in the time to research resorts before booking would be well worth your while."

Research Summary

	Austria			Czech Republic	France			Italy		
	Hochjoch-Schruns	Ischgl	Average	Rokytnice	Chamonix	Tignes	Average	Val Gardena	Solda, South Tirol	Average
Ski pass for 2 adults	£264.80	£275.81	£270.31	£142.65	£441.57 (pass also includes 2 children)	£302.63	£372.10	£262.74	£208.40	£235.57
Ski pass for 2 children	£165.07	£165.07	£165.07	£99.73		£226.97	£226.97	£184.33	£140.31	£162.32
Ski rental 2 adults	£214.73	£255.86	£235.30	£72.43	£173.56	£158.32	£165.94	£160.95	£82.54	£121.74
Ski rental 2 children	£141.00	£117.61	£129.31	£49.01	£70.73	£101.74	£86.23	£75.66	£63.28	£69.47
Lunch for 2 adults (Includes meal, coffee, and beer)	£114.59	£118.92	£116.75	£41.79	N/A	£144.44	£144.44	£99.18	£105.92	£102.55
Lunch for 2 children (Includes meal & coca-cola)	£90.03	£89.07	£89.55	£30.28	N/A	£126.14	£126.14	£79.44	£72.22	£75.83
Total Average cost:	£990.23	£1,022.35	£1,006.29	£435.89	£685.85	£1,060.25	£873.05	£862.29	£672.67	£767.48

Total Hidden Cost Adults	£594.12	£650.59	£622.36	£256.87	NA	£605.39	NA	£522.87	£396.86	£459.86
Total Hidden Cost Children	£396.10	£371.76	£383.93	£179.02	NA	£454.86	NA	£339.43	£275.81	£307.62
Total Hidden Cost for a family	£990.23	£1,022.35	£1,006.29	£435.89	NA	£1,060.25	£1005.34	£862.29	£672.67	£767.48



	Norway			Sweden			Switzerland			Slovenia	Germany		
	Geilo	Trysil	Average	Idre	Åre	Average	Flims-Laax	Flumserberg	Average	Maribor - Pohorje	Brauneck-Lengries	Zugspitze	Average
Ski pass for 2 adults	£223.87	£225.58	£224.72	£181.98	£238.43	£210.20	£346.93	£265.49	£306.21	£219.01	£216.65	£346.65	£281.65
Ski pass for 2 children	£167.47	£176.02	£171.75	£145.58	£190.89	£168.24	£117.75	£132.06	£124.90	£146.70	£115.55	£123.97	£119.76
Ski rental 2 adults	£141.84	£135.86	£138.85	£104.73	£132.21	£118.47	£170.02	£184.04	£177.03	£310.54	£192.58	£173.32	£182.95
Ski rental 2 children	£116.21	N/A	£116.21	£87.65	£98.54	£93.09	£115.83	£95.35	£105.59	£168.51	£173.32	£101.10	£137.21
Lunch for 2 adults	N/A	£168.07	£168.07	£143.50	£153.90	£148.70	£149.69	£148.44	£149.07	£75.87	£129.94	£141.54	£135.77
Lunch for 2 children	N/A	£116.04	£116.04	£93.59	£106.07	£99.83	£102.54	£108.55	£105.54	£43.71	£51.51	£84.73	£68.12
Total Average cost:	£649.39	£821.57	£735.48	£757.03	£920.04	£838.53	£1,002.76	£933.93	£968.35	£964.36	£879.62	£971.34	£925.48

Total Hidden Cost Adults	NA	£529.51	£531.64	£430.21	£524.54	£477.37	£666.64	£597.97	£632.31	£605.44	£539.24	£661.53	£600.37
Total Hidden Cost Kids	NA	£292.06	£404.00	£326.82	£395.50	£361.16	£336.12	£335.96	£336.04	£358.93	£340.39	£309.82	£325.09
Total Hidden Cost Total	NA	£821.57	£935.64	£757.03	£920.04	£838.53	£1,002.76	£933.93	£968.35	£964.36	£879.63	£971.35	£925.46

*Prices for alcohol were taken from PriceRunner's annual price comparison study – information available on request.

-ends-

For further information please contact:

August One

Nicola Parker

T: 0208 846 8831

E: nicola.parker@augustone.com

Richard Slater

T: 0208 846 8335

E: richard.slater@augustone.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.

About ValueClick:

ValueClick, Inc. (Nasdaq:VCLK) is a leading global provider of digital marketing solutions, enabling advertisers, agencies and publishers to reach consumers through all major online marketing



channels. Through its four main businesses; vcmmedia, Commission Junction, Mediaplex and PriceRunner, ValueClick provides a comprehensive portfolio of digital marketing solutions.

For more information, please visit www.valueclick.com.

This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, ValueClick's ability to successfully integrate its recently completed Fastclick merger, trends in online advertising spending and estimates of future online performance-based advertising. Actual results may differ materially from the results predicted, and reported results should not be considered an indication of future performance. Important factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements are detailed under "Risk Factors" and elsewhere in filings with the Securities and Exchange Commission made from time to time by ValueClick, including its Annual Report on Form 10-K filed on March 31, 2005, recent quarterly reports on Form 10-Q, current reports on Form 8-K, its amended registration statement on Form S-4, filed on September 27, 2005, and its final prospectus on Form 424B3 filed on September 28, 2005. Other factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements include, but are not limited to, the risk that market demand for online advertising, and performance-based online advertising in particular, will not grow as rapidly as predicted. ValueClick undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.