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**vcmedia Launches Three New Network Channels
And Bolsters Publisher Team**

vcmedia, ValueClick Europe's online advertising sales house has added three new channels to its existing portfolio, comprising Travel, Automotive and Finance.

Statistics from IAB and Pricewaterhouse Coopers* show that travel, automotive, and finance are three of the top four sectors for advertisers to place online adverts.

The eight channels currently in operation are British Asian, E-commerce, Consumer Goods, Female, London, Entertainment, Sport and Youth & Student. The addition of the new channels will bring the number of unique users within the network to 15 million, an increase of 20%.

At the same time, vcmedia has grown its publisher management team by appointing a Business Development Manager (BDM) and a Business Development Executive. Gareth Stapp joined the company on Monday (27 February) as BDM, and has a strong background in sales and recruitment, with the most recent online experience at Fish 4 Trading.

The news follows the appointment of Susan Kingston, Publisher Development Director in November 2005, who has the remit publisher management and strategy across ValueClick Europe.

vcmedia offers network and channel advertising to almost 13 million unique users, as well as exclusive representation for Delia Online, Wisebuyers, 118118.com and more. The company also works with publishers on the network and exclusive sites.

Vanessa Kent, UK Country Manager, vcmedia said, "We have big ambitions for our network and the channels within it, solidifying our great reputation within the industry. At vcmedia we're focusing on developing excellent quality channels with big names anchoring them."

"We are also improving our network quality all the time, recruiting new publishers that will add value for our advertisers. By adding new channels and building our publisher management team, we're well on our way to growing the vcmedia business further, providing excellent channels, network reach and targeted opportunities on our exclusively represented sites."

*January to June 2005.

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About ValueClick:

ValueClick Inc. (Nasdaq: VCLK) is one of the world's largest integrated online marketing companies. Through its individual brands, ValueClick offers comprehensive and scalable solutions that deliver cost-effective customer acquisition for advertisers and revenue for publishers. ValueClick provides advertisers and publishers with performance-based solutions through all online marketing channels. Brand offerings include:

- vcmedia - *online advertising network and ad sales for advertisers and publishers*
- Commission Junction - *affiliate marketing*
- PriceRunner.co.uk – *the UK's most comprehensive and independent price comparison website*
- Mediaplex - *intelligent technology for digital marketing, including adserving, email marketing and paid search bid management.*

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

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