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## **Strategic Changes for ValueClick European Senior Management**

ValueClick Europe, the internet advertising group, has made changes to its Commission Junction and Mediaplex senior team members.

Jonathan Forster, currently UK Country Manager for Commission Junction, the world's leading affiliate marketing company, has been appointed to the new position of Development Director, Commission Junction. He will be responsible for developing the Commission Junction businesses in Continental Europe, commencing with the launch of Commission Junction in Scandinavia.

In the last twelve months, Commission Junction has successfully launched operations in Germany and France. The affiliate marketing business will begin trading in Sweden during the first half of 2006.

Alison Guise, UK Country Manager for Mediaplex, will assume overall responsibility for Commission Junction in the UK in addition to the Mediaplex business.

Carl White, Chief Operating Officer for ValueClick Europe said "Jonathan's move to develop the Commission Junction businesses in new territories is an exciting step for ValueClick. We're investing in new staff and new infrastructure to extend our reach."

"Jonathan has done a fantastic job leading our UK affiliate marketing business over the last few years. Alison is a talented leader and she is the perfect person to extend the market leading position of Commission Junction in the UK."

ValueClick Europe is a leading internet advertising group. It also operates vcmedia, the online advertising sales house, and PriceRunner, the impartial price comparison website.



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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:

- vcmmedia - *online advertising network and ad sales for advertisers and publishers*
- Commission Junction - *affiliate marketing*
- PriceRunner – *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](http://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.*