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## Video games consoles revealed as the modern-day Fondue Set

Over £2.5 billion-worth\* of gadgets have been slung into cupboards across Britain after just one month of use according to a new report out today by PriceRunner.co.uk.

And video games consoles are revealed as the 21<sup>st</sup> century version of the fondue set with Brits using their new consoles on average half as often as they did in the first month they bought them.

The price comparison website PriceRunner.co.uk conducted national research looking at the cost per use (CPU) during their first year of ownership for 30 everyday items. It reveals that while fondue sets and ice-cream makers top the 'fad list', games consoles come in fifth after foot spas.

In addition, the company has launched a 'Cost Effectiveness Calculator' on PriceRunner.co.uk ([www.pricerunner.co.uk/costperuse.html](http://www.pricerunner.co.uk/costperuse.html)), which has been created to help consumers make an informed decision when considering what products to buy from retailers.

### Top 10 "Faddy items" and their CPU:

1. Ice Cream Maker – a drop of 59% / CPU of £19.48
2. Fondue Set – a drop in use after the first month of 69% / CPU of £5.52
3. Exercise Bike – a drop of 42% / CPU of £4.56
4. Foot Spa – a drop of 51% / CPU of £1.75
5. Games Console – a drop of 51% / CPU of £1.17
6. Back Massager – a drop of 47% / CPU of 85p
7. Toasted Sandwich Maker – a drop of 44% / CPU of 83p
8. GameBoy – a drop of 49% / CPU of 59p
9. Electric Fan – a drop of 48% / CPU of 33p
10. Keep Fit Video – a drop of 53% / CPU of 24p

In looking at products with favorable CPUs, music gadgets performed particularly well in the PriceRunner.co.uk study. New technology with the best 'product mileage' in the first year includes the DAB radio, which comes in at 25p per use. Personal mp3 players such as iPods are used at least 23 times a month giving a cost per usage figure of just 36p.



The research identified items with surprisingly high CPUs such as TVs. Due to the advent of HDTV the average cost of TVs is higher than ever before therefore despite high usage figures (583 times a year) the CPU is £2.99 – the average cost of a DVD rental. Similarly a laptop's CPU is £2.92.

Mattias Berg, UK Country Manager from PriceRunner.co.uk said: "It was interesting to spot that what people bought tended to fall into two camps – those which they used constantly such as TVs, mp3 players and kettles, therefore they get their monies worth and those buys where people quickly suffered from 'New Toy Fatigue' and these quickly found their way into the back of the cupboard.

Mattias continued: "We have launched a Product Mileage Calculator on our site [www.pricerunner.co.uk/costperuse.html](http://www.pricerunner.co.uk/costperuse.html) so that people can see for themselves the likely cost per use, in order to make an informed decision. If you are thinking of buying a new gadget, such as a satellite navigation system, then despite being quite expensive the usage is constant therefore it is a good investment."

PriceRunner.co.uk is the UK's most comprehensive and independent price comparison website. Online prices are updated on a daily basis by a specialist team that develops and manages cutting edge technology which hunts down the cheapest prices available. PriceRunner always lists the cheapest price first and is completely independent in that it lists all retailers, regardless whether they pay or not.

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**Notes to Editors:**

The survey was carried out by Canvase Opinion of 1,500 people in April 2006 in the UK.

\*The £4billion figure was calculated by taking the percentage of people surveyed that owned the top five least used products multiplied by this the average price of each product.

**Study Summary:**

	<b>Top 10 Products With the Highest Drop in Usage</b>	<b>% Decrease in monthly use</b>
1	Fondue Set	69
2	Ice Cream Maker	59
3	Keep Fit Video	53
4	Foot Spa	51
5	GameBoy	51



6	Games Console	49
7	Electric Fan	48
8	Back Massager	47
9	Toasted Sandwich Maker	44
10	Exercise Bike	42

	<b>Top 10 Products with the most consistent use</b>	<b>% Decrease in monthly use</b>
1	Kettle	Use increases by 1%
2	Television	0.25
3	Microwave	1.5
4	Toaster	2
5	Laptop	2
6	Electric Toothbrush	3
7	DAB Radio	8
8	Shredder	8
9	Steamer	10
10	Hair Straighteners	10

	<b>Top 10 Most Cost Effective Purchases</b>	<b>CPU £</b>
1	Kettle	0.05
2	Electric Toothbrush	0.14
3	Shredder	0.14
4	Toaster	0.18
5	Steamer	0.24
6	Keep Fit DVD	0.24
7	DAB Radio	0.25
8	Mini Vacuum	0.31
9	Electric Fan	0.33
10	mp3 player	0.36

	<b>Top 10 Least Effective Purchases during the first year of purchase</b>	<b>CPU</b>
1	Ice Cream Maker	19.48
2	Fondue Set	5.52
3	Exercise Bike	4.56
4	Rowing Machine	3.66
5	TV (HDTV Compatible)	2.99
6	Laptop	2.92
7	DVD Player	1.84
8	Foot Spa	1.75
9	In-car Satellite Navigation	1.48
10	Games Console	1.17



	<b>Top 10 most used products in their first month of ownership</b>	<b>Number of uses in first month</b>
1	Kettle	52
2	Television	49
3	Electric Toothbrush	47
4	Laptop	38
5	DAB Radio	34
6	Microwave	33
7	mp3 player	28
8	Toaster	24
9	Hi-Fi	23
10	In-car Satellite Navigation	21

	<b>Top 10 most used products in a year of ownership</b>	<b>Number of uses in year</b>
1	Kettle	635
2	Television	583
3	Electric Toothbrush	543
4	Laptop	445
5	Microwave	394
6	DAB Radio	376
7	mp3 player	282
8	Toaster	279
9	Hi-Fi	218
10	In-car Satellite Navigation	214

	<b>Top 10 products owned by the public in the UK</b>	<b>% of owners</b>
1	Kettle	99%
2	Television	99%
3	Microwave	96%
4	DVD Player	93%
5	Toaster	92%
6	Hi-Fi	85%
7	Shredder	60%
8	Toasted Sandwich Maker	60%
9	Electric Toothbrush	57%
10	Steamer	47%

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#### **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; vcmedia, Commission Junction, Mediaplex and PriceRunner, ValueClick provides a comprehensive portfolio of digital marketing solutions.

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 and Webclients mergers, 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, 2006 and amendment to its Annual Report on Form 10-K/A filed on April 21, 2006; its current report on Form 8-K filed on February 27, 2006; recent quarterly reports on Form 10-Q and Form 10-Q/A, other 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.*