



19th May 2006

MEDIAPLEX SIGNS UP FOUR AGENCIES IN ADVERTISING PUSH

Leading advertising management and tracking company, Mediaplex (part of ValueClick Europe), today announced that it has won competitive pitches with four leading advertising agencies – Blowfish Digital, Bray Leino, BURN and the Linney Group. All four agencies chose to work with Mediaplex for its collaborative working approach, track record in delivering successful, flexible advertising and proven tracking solutions.

Blowfish will use Mediaplex's eBusiness Messaging tool* as an integrated part of the advertising functionality to work on campaigns for advertisers including Audible, Hotelopia and LoveFilm. Blowfish Digital specialises in digital display advertising, so a robust adserver is imperative to the success of these programmes.

Bray Leino will work with Mediaplex for clients within the automotive, technology, health care and skincare sectors. The advertising technology will provide reporting and improve efficiency for these online campaigns.

Mediaplex will provide BURN with its advertising technology and keyword performance tracker. BURN are already using the technology to track registrations to Netomat, a youth messaging service. The activity will enable them to build a more detailed view on which creatives drive the highest level of conversions and which sites best complement the Netomat brand.

Guy McConnell, Managing Director of BURN said: “We were happy to partner with Mediaplex for our adserving requirements. Their MOJO adserving product is very intuitive and simple to operate, but it also has some powerful functionality which we are sure will provide BURN with a competitive advantage when planning client’s on-line campaigns”.

Linney Group selected Mediaplex because of its account teams; attitude to service; and the flexibility and accessibility of the product. Linney works in the automotive, food and drink, leisure/hotels and telecoms sectors.

Alison Guise, UK Country Manager, Mediaplex and Commission Junction said, “We are delighted to have won four such important pitches. We are committed to being the adserving partner of choice for delivering bespoke online advertising solutions. Mediaplex offers advertisers and agencies the most advanced technology available for managing and tracking all online marketing campaigns and our growing client base pays testament to this service. The Mediaplex team is looking forward to working with Blowfish Digital, Bray Leino, BURN and the Linney Group.”

- Ends-

* e-Business allows the advertiser to update content in real-time, by creating a template with changeable text and images - creative and overall campaign costs are significantly lower as a result.

Contact Details:

ValueClick Europe
Lisa Artemis
PR Manager
Tel: +44 (0)20 8785 5835
Email: lartemis@valueclick.com

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 impartial price comparison website
- Mediaplex - intelligent technology for digital marketing, including ad serving, email marketing and paid search bid management.

For more information, please visit www.valueclick.co.uk.

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.