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### **WALKER-i CHOOSES TO WORK WITH MEDIAPLEX FOR ADSERVING**

Leading adserving management and tracking company, Mediaplex (part of ValueClick Europe) has been chosen by Walker-i (the digital subsidiary of Walker Media) to provide advanced adserving functionality for a number of high profile clients, including: PC World, Dixons, Barclays Bank, Barclaycard, Woolwich, First Choice, Dyson, Hays and Jarvis and M&S Money.

This announcement follows recent news in which Mediaplex revealed it had signed agreements with four new media agencies including Blowfish, Bray Leino and BURN.

Alison Guise, UK Managing Director, Mediaplex and Commission Junction said, "Working with Walker-i and their extensive range of clients gives us a chance to demonstrate the diversity of our adserving and tracking capabilities, including re-targeting and analytics."

Mark Syal, Head of Walker-i said: "After assessing the options in the marketplace, we chose Mediaplex as our adserving partner because of the excellent standard of service and reliable technology services that they provide us and our clients."

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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 impartial 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.co.uk](http://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 Fastclick and Webclients acquisitions, 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, but not limited to: its Annual Report on Form 10-K filed on March 31, 2006 and an 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. 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.*