



ValueClick Media Wins Female First

Female First Joins ValueClick's Growing Portfolio of Exclusive Relationships

LONDON, UK, 24 April 2006 - ValueClick Media, a division of ValueClick, Inc. (Nasdaq: VCLK), today announced it has been appointed by the women's lifestyle magazine, Female First, to exclusively represent its website inventory. The agreement further enhances ValueClick Media's branding-based advertising inventory, and enables ValueClick Media advertisers to target the 330,000 predominantly female unique visitors that Female First attracts each month.

Female First joins ValueClick's growing portfolio of exclusive third party advertising representation relationships, which includes Loot, Brand Republic, Fonetastic, and Ciao.co.uk.

Femalefirst.co.uk, launched in October 2001, provides online information and entertainment "for women, by women". As well as including expert advice and discussion groups, the website also has tips and articles on everything from fashion to parenting – business to leisure. As a website partner, Female First will benefit from ValueClick Media's experienced sales team and highly advanced technology for managing online advertising workflow, through the MOJO Publisher product. The arrangement opens up opportunities for integrated marketing campaigns across a range of creative formats including banners, skyscrapers, pop-ups, overlays, sponsorships and advertorials.

"We chose ValueClick because they demonstrated both industry expertise and a full understanding of our needs," said Stephen Reay, Female First Managing Director. "ValueClick Media understands our site content, our position and therefore our media requirements, which makes them the natural choice for us."

Sarah Escott, ValueClick Media Commercial Director said, "We are excited to add Female First to our portfolio of exclusive third party advertising relationships. From our technology and customer service capabilities to our ability to deliver targeted demographics that serve to branding and performance-based campaigns, ValueClick Media continues to demonstrate its expertise in serving the needs of both our publisher partners and advertiser clients.

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About ValueClick

ValueClick, Inc. (Nasdaq: VCLK) is the single source provider of media, technology and related services that enable advertisers, agencies and publishers to reach consumers in all major online marketing channels, through our three business units:

ValueClick Media (<http://media.valueclick.com>) provides a wide range of online marketing solutions – including web marketing, email marketing, lead generation marketing, and search marketing – to create awareness, build brands, deliver targeted visitors, generate leads, drive sales, and grow customer relationships.

Commission Junction (www.cj.com) provides advanced performance marketing solutions that help marketers increase online leads and sales. By facilitating strategic relationships between advertisers and publishers, Commission Junction leverages its proven expertise in affiliate marketing, optimised advertising and search marketing to drive measurable results for its clients.

Mediaplex (www.mediaplex.com) provides technology and services that help advertisers, agencies and website publishers manage their online advertising and permission-based email campaigns.

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

About Female First

Female First was launched in October 2001, as an independent subsidiary of Play-2-Win Ltd, the multimedia company. The brainchild of Susan Reay, femalefirst.co.uk is the first women's website providing online information and entertainment "for women, by women".

[Femalefirst.co.uk](http://femalefirst.co.uk) provides online advice and opinions on issues important to women, such as relationships, health, careers and beauty. The site includes expert advice, discussion groups, tips and articles on everything from fashion to parenting - business to leisure.

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

This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, 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 15, 2004, recent quarterly reports on Form 10-Q and 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.