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VODAFONE UK CUSTOMERS BECOME SAVVY SHOPPERS WITH PRICERUNNER

PriceRunner.co.uk, the UK's most comprehensive and impartial price comparison service, and Vodafone are entering an exclusive⁽¹⁾ partnership to provide the PriceRunner concept to Vodafone's customers on their mobiles.

The PriceRunner application will be free to download⁽²⁾ from today and, once downloaded is stored on the mobile handset. The mobile application has been developed to help customers compare prices and products, wherever they are and whenever they want – without the need to find a fixed internet connection. Anyone with a compatible mobile handset⁽³⁾ will be able to download the application in a number of ways - from Vodafone live!, via a text shortcode or from www.vodafone.co.uk.

The PriceRunner service allows customers to search and browse a wide range of products - from TVs to washing machines and compare prices, product specifications and retailers.

Al Russell, Head of Content for Vodafone UK said "We're very pleased to be working with PriceRunner and to be including their service in our range of iconic internet brands on Vodafone live!. We believe it will add real value to our customers who are looking for a good deal and want to compare prices on the move."

Gary Goodman, Marketing Director at PriceRunner.co.uk said "Our agreement with Vodafone enables us to bring the PriceRunner service to a whole new audience who demand innovative services whilst on the go.



“Our mobile application is a natural extension of our website, and will mean consumers can access our price comparison service wherever and whenever they wish, thereby giving them the confidence to know they are getting a good deal when making a purchase.”

Note to Editors:

- 1) Vodafone will be the exclusive mobile network launch partner for the PriceRunner mobile application in the UK.
- 2) Data charges may apply.
- 3) Where a user does not have a compatible phone, they will be directed to the PriceRunner WAP site.

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About PriceRunner (ValueClick, Inc.):

www.PriceRunner.co.uk is owned by ValueClick, Inc., 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:

- PriceRunner.co.uk – the UK's most comprehensive and impartial price comparison website
- vcmedia - online advertising network and ad sales for advertisers and publishers
- Commission Junction - affiliate marketing
- Mediaplex - intelligent technology for digital marketing, including adserving, email marketing and paid search bid management.

For more information on ValueClick and PriceRunner.co.uk, please visit www.valueclick.co.uk.

About Vodafone

Vodafone is the world's leading international mobile telecommunications group with equity interests in 25 countries across 5 continents as at 31 December 2006, as well as 35 partner networks. By the end of January, Vodafone announced it had over 200 million proportionate customers worldwide. For further information, please visit www.vodafone.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 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: 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; 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.