



Guardian Media Group Regional Digital Signs to Mediaplex

Selecting MOJO Publisher for Online Advertising Management

LONDON, UK, 31st August 2004 – Mediaplex, a division of ValueClick, Inc. (Nasdaq: VCLK), the single-source provider of media, technology and services across all major interactive marketing channels, today announced that the Guardian Media Group, Regional Digital (GMG Regional Digital) has signed to Mediaplex, using its MOJO Publisher solution to support its network of regional websites. This agreement demonstrates ValueClick's ongoing success in the online advertising space and further builds on the Mediaplex client base.

Based on the scalable technology platform that powers ValueClick Media's network of thousands of websites, MOJO Publisher enables online publishers to optimise their Internet advertising revenue through advanced targeting and reporting capabilities. MOJO Publisher also offers an inventory management feature that allows a publisher to forecast the impact of potential campaigns on their existing active campaigns.

GMG Regional Digital is the Internet publishing arm of the Guardian Media Group. The company publishes websites on behalf of the Manchester Evening News (www.manchesteronline.co.uk) and other regional newspapers across the UK.

Commenting on the agreement Jeanette Leigh, Commercial Director for GMG Regional Digital said "We selected the Mediaplex MOJO Publisher solution due to its flexibility in terms of implementation and for meeting our requirements. We will now be able to fully optimise our Internet advertising revenue whilst offering advertisers a comprehensive targeting and reporting solution."

Alison Guise, Technology Sales Director for Mediaplex added, "The technology in the online advertising space has significantly advanced, creating great opportunities for the online market. This partnership demonstrates the importance of online advertising management and MOJO Publisher's continued penetration into the UK online publisher market. We're delighted to add GMG Regional Digital to our client base and build on the ValueClick product offering as a whole."

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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.

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.