

CONSUMERS TO SPEND UP TO £500 ON CHRISTMAS GIFTS

Pricerunner survey reveals UK consumer spending plans and top Christmas gifts

LONDON, UK, 29th November 2004 – A survey conducted on www.pricerunner.co.uk, a division of ValueClick, Inc. (Nasdaq: VCLK), has revealed that two out of five people plan to spend between £201.00 and £500.00 on Christmas gifts this year, with men more likely than women to do their Christmas shopping on the Internet. The survey also shows that MP3 players and digital cameras will be the most popular Christmas present for 2004 with books and DIY products at the bottom of the nation's wish list.

The questions asked by Pricerunner in a pop-up survey, which appeared on the site from 5th to 10th November, included *What will be the most popular gift for Christmas this year?*; *What do you most want for Christmas?*; *Where are you going to buy your Christmas gifts* and *How much do you plan to spend on Christmas gifts this year?*. The survey was answered by 442 women and 736 men and showed that the top Christmas gift for both men and women this year is a digital camera or alternatively jewellery and clothes for women, and an MP3 player for men.

Below are the results to the question:

"What will be the most popular gift for Christmas this year?"

	What women think:		What men think:
1	MP3 Players 17%	19%	MP3 Players
2	Digital cameras 16%	19%	Digital cameras
3	Games Console/PC Games 13%	15%	DVD Films
4	DVD Films 12%	11%	Games Console/PC Games
5	Mobile phones 12%	11%	Mobile phones
	Other gifts 30%	25%	Other gifts

"What do you want for Christmas?"

	What women most want:		What men most want:
1	A digital camera 13%	18%	A digital camera
2	Jewellery 12%	14%	An MP3 Player
3	Clothes 12%	8%	Some home cinema equipment
4	A trip 9%	7%	DVD Films
5	An MP3 Player 3%	6%	A trip
	Other gifts 38%	38%	Other gifts

Watch Out – Don't buy any of these!

	What women least want:		What men least want:	
1	Books	2%	2%	CD
2	CD	2%	2%	Books
3	A DIY product	1%	1%	Jewellery

Where are consumers going to buy their Christmas gifts and how much are they going to spend?

Men are more likely than women to do their Christmas shopping *only* on the Internet (18% of men compared to 8% of women). Shopping both on the Internet and in shops is what the majority of women plan to do. Two out of five men and women have a Christmas budget of £201- £500 this year. One out of four plan to spend less than £200. More women than men are high spenders and have planned to spend more than £501.

Where woman are going to shop:		Where men are going to shop:	
Only on the Internet	8%	18%	Only on the Internet
Only in shops	6%	7%	Only in shops
Both on the Internet and in shops	80%	68%	Both on the Internet and in shops
I am not going to buy Christmas gifts	1%	1%	I am not going to buy Christmas gifts
Don't know	4%	7%	Don't know

How much women plan to spend:		How much men plan to spend:	
Less than £200	24%	26%	Less than £200
£201 - £500	43%	44%	£201 - £500
£501 - £700	17%	13%	£501 - £700
£701 - £1000	7%	9%	£701 - £1000
More than £1001	5%	4%	More than £1001
Don't know	4%	3%	Don't know

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Popularity rank	MP3 players	Lowest price (excl. delivery)	Highest price (excl. delivery)	Savings (£)	Savings (%)	No. of retailers
1	Apple IPOD 20GB	£191,99	£350,00	£158,01	82%	24
2	Apple iPod mini 4GB	£172,67	£209,95	£37,28	22%	16
3	Apple IPOD 40GB	£268,99	£414,83	£145,84	54%	18
4	Philips HDD070	£99,82	£149,99	£50,17	50%	14
5	Creative Zen Touch 20GB	£118,99	£203,61	£84,62	71%	17



Popularity rank	Digital cameras	Lowest price (excl. delivery)	Highest price (excl. delivery)	Savings (£)	Savings (%)	No. of retailers
1	Canon EOS-300D	£489,99	£914,98	£424,99	87%	39
2	Canon Digital IXUS 500	£219,99	£364,99	£145,00	66%	51
3	Nikon D70	£591,00	£899,00	£308,00	52%	25
4	Canon EOS-300D Lens Kit	£519,00	£770,62	£251,62	48%	35
5	Canon EOS-20D	£963,00	£1 269,89	£306,89	32%	17

About Pricerunner.com

Pricerunner.com, a division of ValueClick, Inc. (Nasdaq: VCLK), offers product and price comparisons in the categories of personal care, books, computers, films, finance, games and consoles, golf, home appliances, home cinema, household bills, insurance, music, phones, photography, software and sound and vision. Pricerunner.com was the first site in the UK to compare information from both online and high street stores and is the only one that lists non-paying retailers to give users a better overview of the market. By giving the consumer an objective and informative overview, Pricerunner.com makes it easier for the consumer to make a smarter purchase more quickly.

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About ValueClick

ValueClick, Inc. (Nasdaq: VCLK) is the leading global provider of digital marketing solutions. We enable advertisers, agencies and publishers to reach consumers in all major online marketing channels through our four wholly owned businesses:

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.



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

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