



**29 April 2008**

## **VALUECLICK'S UK MEDIA DIVISION UNVEILS NEW LOOK**

vcmedia, the online advertising network owned by ValueClick Europe, announces a new brand and positioning identity for its UK business, including a new logo and brand colours. The new brand – ValueClick Media - is being rolled out at Internet World in London today, 29 April.

Over the last 10 years, ValueClick Media has constantly evolved to stay ahead by providing what UK advertisers want from a network. In 2007 the company – who were founding members of IASH when it formed in 2005 - pioneered a new 'transparent' network model, which others have since followed.

The company has a new brand proposition as a result of customer and market research, encapsulated by the strapline 'pure performance, no nonsense'. The new look and feel brings the division in-line with the rest of the ValueClick Media properties in the US, France, Germany and Sweden. The UK team will be promoting all the changes with an agency roadshow throughout May.

The changes focus on more than just the brand – following on from the move away from the blind network model, and after putting in place the unique 10 point-protection plan for advertisers later in 2007, the company has hired new staff for its operations team, meaning that now more than half of the ValueClick Media team is operations focused. That team's role is to set up, optimise, apply targeting and traffic campaigns and to provide learnings back around the business, above and beyond the automated optimisation technology already applied to campaigns.

ValueClick Media is one of the largest global advertising networks and is the UK's 7<sup>th</sup> biggest buying point (including portals) by unique users – and the fifth biggest display advertising network - ahead of Blue Lithium, DRIVEpm, Yahoo!, Adviva, Casale and Unanimis<sup>(1)</sup>, with 25 million UK unique users, over 15,000 websites across the Globe and a reach of 75.9% in the UK<sup>(2)</sup>.

A re-launched website for ValueClick Media ([www.valueclickmedia.com/uk](http://www.valueclickmedia.com/uk)) will go live in late May and will have additional information about the new technology for advertisers and publishers, a blog, industry news and the option to subscribe to a monthly newsletter.

Richard Sharp, UK Managing Director of ValueClick Media said “Our fresh new branding and evolved proposition is a strong statement to the marketplace of who we are, the energy we have and what it means to work with us.

“Our unique technology platform which has been in development following our acquisition of Fastclick in 2005, together with our strong focus on optimisation and extensive global reach means that we’re able to quickly identify and run with the best performing sites for the campaigns we manage.

“All this ensures that we can work to a higher performance level on UK specific campaigns as well as on targeted global and regional campaigns.”

Creative for the re-brand was provided by Bray Leino.

(1) and (2) Source: comScore Media Metrix, top UK network and portal sites, March 2008

	<b>Unique Users (000) at 23 April 2008</b>	<b>% Reach</b>
Total internet audience	<b>33,761</b>	<b>100.00</b>
Google	<b>29,255</b>	<b>86.7</b>
Advertising.com	<b>29,002</b>	<b>85.9</b>
Yahoo! Network	<b>28,447</b>	<b>84.3</b>
TradeDoubler	<b>27,587</b>	<b>81.7</b>
MSN Windows Live	<b>27,082</b>	<b>80.2</b>

adconion media group	26,314	77.9
ValueClick Media EU	25,609	75.9
Blue Lithium	25,322	75.0
Unanimis	24,352	72.1
DRIVEpm EU	23,309	69.0
Adviva	21,992	65.1
Yahoo!	20,355	60.3

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#### About ValueClick

ValueClick, Inc. (Nasdaq: VCLK) is one of the world's largest integrated online marketing companies, offering comprehensive and scalable solutions to deliver cost-effective customer acquisition for advertisers and significant revenue for publishers. Through its individual brands, ValueClick's performance-based solutions allow advertisers and publishers to reach their potential through all online marketing channels. UK brand offerings include:

- ValueClick Media – global online advertising network and ad sales for advertisers and publishers
- Commission Junction – world's largest affiliate marketing network
- PriceRunner – the UK's most comprehensive and impartial price comparison service
- Mediaplex - intelligent technology for digital marketing, including adserving, email marketing, tracking 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, the risk that market demand for on-line advertising in general, and performance based on-line advertising in particular, will not grow as rapidly as predicted, and the risk that legislation and governmental regulation could negatively impact the Company's performance. 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 1, 2007; recent quarterly reports on Form 10-Q; and other current reports on Form 8-K. 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.*