



ValueClick Europe Expands Senior Management Team

LONDON, UK, 6th February 2005 – ValueClick, Inc. (Nasdaq:VCLK), the leading provider of digital marketing solutions, today announced the appointment of Nigel Frith as Head of Search for ValueClick Europe and Katy Knight as Sales Manager for ValueClick Media. Frith joins from international search company, Infospace where he was responsible for the business development strategy for their Search and Directories business. Knight joins from competitor Adlink where she previously held the position of Account Director, managing a multi-level sales strategy across key agency accounts.

With over 15 years experience in sales and business development Nigel has a wealth of industry expertise in search and online media. At Infospace he drove the sales strategy for a White-Label search solution, winning significant revenue generating deals with major online brands such as Mirror.co.uk, Directory.co.uk and Info.com.

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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.

Pricerunner.com (www.pricerunner.com) is a leading provider of online shopping comparison services.

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.

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