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MEDIAPLEX ACHIEVES RESULTS FOR VAUXHALL MOTORS

ValueClick Europe's Mediaplex subsidiary, a leading provider of adservering and email marketing technology has extended its agreement with Vauxhall Motors and their rich media campaign.

Originally trialed for just 3 months, the Mediaplex technology has been so successful for Vauxhall that the activity has been extended further.

With MOJO Adserver, Mediaplex allows Vauxhall to dynamically manage and track all rich media formats, including overlays and expandables.

In addition, 'MOJO eBusiness messaging' ensures that content is accurate in real-time by creating a template with changeable text and images. Creative and overall campaign costs are significantly lower as a result. It allows Vauxhall and its creative agency Dialogue DLKW to create over 180 different ad executions which detail different offers, compared to the usual 20.

Vauxhall Motors first started using this advanced "MOJO eBusiness messaging" feature to manage a new rich media campaign, originally launched in April to drive new users to www.offers.vauxhall.co.uk and generate more test drives and brochure requests. A single creative template was initially created in MOJO Adserver and includes content for overlays and

expandable ad formats. The expandable ads show such information as financing costs, deposit and other related information.

MOJO eBusiness messaging also offers extensive tracking capabilities with detailed reports about impressions by creative, visitors to the site, the number of requested test drives and brochure requests downloaded, as well as email registration.

Commenting on this campaign, Paul Fitzpatrick, Carline Communications Manager with Vauxhall Motors said, "We needed to find a way to quickly and simply serve a number of tactical carline messages across many sites and formats, and maintain the ability to change these ads without 're-doing' each creative as our offers change from quarter to quarter. The e-business messaging tool allows us to do this."

Alison Guise, Country Manager, Mediaplex said, "We are delighted to have created such an advanced adserving application that works for Vauxhall. This is an excellent example of how MOJO Adserver is enabling Vauxhall Motors to drive new standards by effectively managing more modern forms of online media without increasing costs. Our success with this initiative gives our clients the opportunity to generate a greater return from their adserving investment."

Vauxhall Motors has been a client of Mediaplex through their advertising agency Initiative Media since 2002.

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About ValueClick:

ValueClick, Inc. (Nasdaq:VCLK) is a leading global provider of digital marketing solutions, enabling advertisers, agencies and publishers to reach consumers through all major online marketing channels. Through its four main businesses; vcmedia, Commission Junction, Mediaplex and PriceRunner, ValueClick provides a comprehensive portfolio of digital marketing solutions.

vcmedia (www.vcmedia.co.uk): creative online advertising solutions for advertisers and publishers.

Commission Junction (www.cj.com): advanced affiliate marketing solutions, helping marketers increase online leads and sales. Commission Junction drives significant results for many of Europe's largest advertisers.

Mediaplex (www.mediaplex.com) provides technology and services that enable advertisers, agencies and website publishers to manage their online advertising and email campaigns. Mediaplex's solutions include: MOJO Adserver, third party adserving for advertisers and agencies; MOJO Publisher, ad management for online publishers and MOJO Mail for email campaign management and delivery.

Pricerunner.co.uk (www.pricerunner.co.uk): the UK's most comprehensive shopping price comparison service.

Search123.uk.com (www.search123.uk.com): a new pay per click search engine.

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

About Vauxhall Motors:

Founded in London in 1903, Vauxhall is a UK brand aiming to deliver driving excitement and stylish and innovative design. Its vehicles benefit from the best of GM's worldwide capability while being designed to cater for the various and varied demands of modern day drivers.

GM's UK van plant in Luton and car plant in Ellesmere Port, produce over a quarter of a million vehicles a year, as well as being major contributors to the local economies and communities in both Bedfordshire and Cheshire.

Total sales for 2004, were 373540 (325,012 cars and 48,528 vans). UK production of cars and vans in the same period totalled 236,883 (147,918 cars and 88,965 vans).

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.