

## **Hö Hö Hö – Germany looks forward to the EU's cheapest Christmas**

Germany will be the cheapest place in the EU to celebrate Christmas this year, according to the latest annual European price comparison study by PriceRunner (a division of ValueClick Inc), out today.

The study looked at the cost of family presents<sup>1</sup> and festive drinks<sup>2</sup> comparing the prices of the same goods across Europe. In Germany these totalled £1,201.08, £205.95 less than the UK where the same goods cost £1,407.03.

The UK is more expensive than 10 of its European neighbours including: France (£1,241.37), Italy (£1,201.83), Belgium (£1,119.60) and Spain (£1,286.15). Denmark is the most expensive place in the EU to be for the festive season as the same goods there total £1,446.85, £245.77 more than Germany.

Carried out in September 2005, the PriceRunner study covers 25 different consumer goods and home electronic products from 21 European countries. In total, 1335 prices were collected with the results detailing the price variations between each European country. This is the fourth consecutive year that PriceRunner, the leading price comparison website has completed a price comparison study analysing the developments in pricing across Europe.

### **A White Christmas in the Black**

Providing drinks for a Christmas party at home for 30 people in the UK could set you back as much as £576.55<sup>3</sup> but if you head to Italy you can have almost twice as much fun, as the same party will only cost £367.98. If Italy is the land of the party

---

<sup>1</sup> Gifts costed for a typical family are: male Diesel jeans, Apple IPOD mini, Sony Play Station portable, Harry Potter and the half blood prince book, Canon IXUS 700 digital camera, Lord of the Rings DVD trilogy, Coldplay CD X&Y

<sup>2</sup> Drinks costed: 20 bottles of mixer, 8 bottles of spirits and 15 bottles of champagne (brands used = Coca Cola, Absolut Vodka, Jack Daniels Whiskey, Veuve Clicquot)

<sup>3</sup> Assumes the following amount of drink required for each party: 20 bottles of mixer, 8 bottles of spirits and 15 bottles of champagne (brands used = Coca Cola, Absolut Vodka, Jack Daniels Whiskey, Veuve Clicquot)



people, Norway is the land of the party poopers as drinks for 30 there costs a staggering £660.26.

If you are looking to buy what is set to be this Christmas' most popular gift, the Sony Playstation Portable, then you should head to Poland where it is on sale for just £121.89, compared to an average of just £179.99 in the UK.

Mattias Berg, UK Country Manager, PriceRunner said: "Although we can't all run off to countries such as Germany and Italy to celebrate Christmas, people can do simple things to ensure their bank accounts stay in the black this year: Spread the purchase of your Christmas presents over the year, take advantage of drink offers in supermarkets instead of purchasing just before Christmas when prices are likely to be more inflated and use a price comparison site to check the cheapest place to buy your gifts before you start shopping – I'd recommend PriceRunner!"

### **Key findings**

- The UK is the most expensive for three out of the 25 products surveyed.
  - The UK is the most expensive place in Europe to buy condoms. On average we pay £8.99 for a packet of 12 condoms while in Malta the same amount costs less than a quarter of this, only setting you back £2.17
  - Britons shell out the most on cinema tickets and we pay over £6 more for our tickets compared to movie goers in Lithuania where a ticket costs just £2.16. The average cinema ticket in the UK costs a staggering £8.53. In 12 out of the 21 countries surveyed cinema tickets cost under £5
  - We also pay the most for top of the range mobiles, the average price for a Sony Ericsson 750i mobile is £316.66 compared to just £207.25 in Portugal.
- It's not all doom and gloom though as DVDs and books in the UK are one of the cheapest. The UK is the second cheapest place to buy the latest Harry Potter book (behind Ireland) costing an average of just £11.26 compared to £28.81 in Norway. The UK is the third cheapest country to purchase the Lord of the Rings trilogy on DVD, costing almost 50% less than in Denmark

- Bus travel is over 1000% more expensive in Norway than Lithuania where a journey only costs 22p compared to £2.61 in Norway. At £1.20 the UK is more expensive than 15 of the other countries surveyed
- With the rise of expensive American style coffee houses the UK is the third most expensive country to buy a cup of black coffee, behind Cyprus and Denmark. The average price in the UK is £1.42 compared to 35p in Portugal
- 11 countries charge £2 or over for a Big Mac but you can get one in Portugal for just 74p
- A country to avoid if you are looking for bargains is Norway. Norway tops the list as the most expensive place to buy 10 of the 25 products listed. Items such as Absolut Vodka, Jack Daniels, milk, Evian water, 20 Malboro Lights cigarettes, a McDonalds Big Mac are all very costly. Their petrol is also the most expensive in Europe at over £1 per litre compared to just 63p in Malta
- Belgium is the place to crack open the bubbly, as a bottle of Veuve Clicquot is just £19.13 compared to £32.41 in the Czech Republic. France and Italy both also offer Veuve Clicquot for under £20
- Czech's pay less than half the amount the Irish do to keep their teeth clean. Colgate toothpaste is just 98p compared to £2.16 in Ireland, followed by the UK coming in as the second most expensive where the cost is £1.82 a tube
- You can buy a mini IPOD in Austria, Belgium, the UK, Lithuania and the Netherlands for under £140 with one in Finland costing you a whopping £175.38

## Study summary

Product	Lowest city	Lowest price	Highest price	Highest City	Number of cities with product	UK (London) Rank compared to other countries, 1= cheapest
1 adult cinema ticket	Lithuania (Vilnius)	£2,16	£8,53	UK (London)	21	21
1 litre Petrol Unleaded 95	Malta (Valletta)	£0,63	£1,01	Norway (Oslo)	21	17
1 litre standard milk	Germany (Berlin)	£0,37	£0,91	Norway (Oslo)	21	16
Absolut Vodka, 70 cl	Italy (Turino)	£6,49	£22,07	Norway (Oslo)	21	20
Adult Bus ticket	Lithuania (Vilnius)	£0,22	£2,61	Norway (Oslo)	21	16
Apple IPOD mini 4GB	Austria (Vienna)	£134,35	£175,38	Finland (Helsinki)	19	9
Big Mac burger	Portugal (Lisbon)	£0,74	£5,21	Norway (Oslo)	21	12
Black coffee, 33 cl or size small, take away price	Portugal (Lisbon)	£0,35	£1,97	Cyprus (Nicosia)	21	19



CD, Coldplay X&Y	Austria (Vienna)	£7,37	£14,18	Sweden (Stockholm)	20	18
Coca Cola, 1,5 litre	Netherlands (Amsterdam)	£0,62	£1,50	Denmark (Copenhagen)	16	Not Available
Colgate Total Clean Mint Paste, 100 ml	Czech Republic (Prague)	£0,98	£2,16	Ireland (Dublin)	11	10
Condoms, Durex Elite; 12 pack	Malta (Valletta)	£2,37	£8,99	UK (London)	12	12
Diesel jeans, Zathan model, men's size 32	Hungary (Budapest)	£55,11	£135,48	Ireland (Dublin)	18	7
Digital camera: Canon Digital IXUS 700	Hungary (Budapest)	£257,30	£437,49	Cyprus (Nicosia)	18	Not Available
DVD Film: Lord of the Rings Trilogy	Ireland (Dublin)	£58,60	£108,72	Denmark (Copenhagen)	15	3
DVD player: Panasonic DMR-EH50 multiregion	Italy (Turino)	£316,62	£445,53	Norway (Oslo)	11	Not Available
Evian bottled water 1 Litre	Portugal (Lisbon)	£0,25	£1,97	Norway (Oslo)	11	Not Available
Harry Potter and the Half-Blood Prince (in English)	Ireland (Dublin)	£11,26	£28,81	Norway (Oslo)	20	2
Jack Daniels Whiskey, 70 cl	Italy (Turino)	£8,63	£27,37	Norway (Oslo)	21	17
Marlboro Lights, 20 pack	Lithuania (Vilnius)	£0,83	£6,08	Norway (Oslo)	21	20
Mobile phone: Sony Ericsson K750i	Portugal (Lisbon)	£207,25	£316,66	UK (London)	19	19
Plasma TV Pioneer PDP-505XDE	Hungary (Budapest)	£3227,91	£4909,82	Greece (Athens)	11	Not Available
Sony Playstation Portable	Poland (Warsaw)	£121,89	£221,31	Lithuania (Vilnius)	21	13
Tampons:O.B Pro Comfort 16 pack	Netherlands (Amsterdam)	£1,30	£3,11	Hungary (Budapest)	13	Not Available
Veuve Clicquot Yellow Label, Brut, 75 cl	Belgium (Brussels)	£19,13	£32,41	Czech Republic (Prague)	16	12

-ends-

For further information please contact:

August One

Vicki Realff

T: 0208 846 8314

E: [vicki.realff@augustone.com](mailto:vicki.realff@augustone.com)

Richard Slater

T: 0208 846 8335

E: [richard.slater@augustone.com](mailto:richard.slater@augustone.com)

#### About PriceRunner

PriceRunner, a division of ValueClick, Inc. (Nasdaq: VCLK), is the UK's most comprehensive and independent price comparison company. Online prices are updated on a daily basis by a specialist team that develops and manages cutting edge technology which hunts down the cheapest online prices available. PriceRunner is unique in that, unlike other price comparison sites, a dedicated team of PriceRunners also checks prices in high street stores. PriceRunner always lists the cheapest price first and is completely independent in that it lists all retailers, regardless whether they pay or not, to provide consumers with a complete overview of the market.

#### 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; vcmmedia, Commission Junction,



Mediaplex and PriceRunner, ValueClick provides a comprehensive portfolio of digital marketing solutions.

For more information, please visit [www.valueclick.com](http://www.valueclick.com).

*This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, ValueClick's ability to successfully integrate its recently completed Fastclick merger, 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 31, 2005, recent quarterly reports on Form 10-Q, current reports on Form 8-K, its amended registration statement on Form S-4, filed on September 27, 2005, and its final prospectus on Form 424B3 filed on September 28, 2005. 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.*

