



MEDIA WEEK EXCLUSIVE
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vcmedia Hires Industry Veteran Carole Jordorson

vcmedia, ValueClick Europe's online advertising sales company, has appointed Carole Jordorson to lead the Company's sales team.

With over 13 years experience in sales management, the last seven of those have been spent in the online consumer portal market working with both advertising, media agencies and direct advertisers. For the past four years Carole has worked at Lycos UK, lastly as Sales Director. Prior to her time at Lycos, she held senior roles at AOL, Ziff-Davis UK, EMAP and VNU Publications.

Carole will be managing the sales team and will be working closely with the Head of Media Operations & Publisher Services. In addition, she will be tasked with further improving vcmedia's profile and knowledge of the product offering within the market. Carole reports to Vanessa Kent, UK Country Manager for vcmedia.

vcmedia offers network and channel advertising to over 11 million unique users, as well as exclusive representation for Delia Online, Wisebuyers, 118118.com and more. The company also works with publishers on the network and exclusive sites.

Commenting on her appointment, Carole said, "I'm excited to have this opportunity to work within a successful network and ad sales company – I believe networks are a real growth area in online media, and I'm looking forward to helping vcmedia grow with the market."

Vanessa Kent, UK Country Manager, vcmedia said, "Carole has a stellar track record within the industry that speaks for itself. Her time within the UK portal market, and before that in publishing sales means that she's perfectly placed to continue to develop the relationships that our sales team currently have."

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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.

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.