

13 March 2006

NEWS RELEASE

PRICERUNNER.CO.UK ANNOUNCES WINNERS OF FIRST ANNUAL RETAILER AWARDS

The impartial price comparison website, PriceRunner.co.uk has launched its inaugural Retailer of the Year Awards to recognise stores that provide outstanding customer satisfaction.

Applicable for 2005, award categories are Photography, Computing, Home Appliances and Sound and Vision, four of the most popular categories on PriceRunner. And the winners are! ⁽¹⁾

Photography: AJ Electronics (www.ajelectronics.co.uk)

Computing: More Computers (www.morecomputers.com)

Home Appliances: 123 Electricals 4 me (www.123electricals4me.co.uk)

Sound and Vision: SS Electricals (www.sselectricals.com).

The awards are based on a result of a customer satisfaction evaluation surveys (CSE), in which users of PriceRunner and the retailer's own customers are quizzed regarding their overall experience with the retailer. PriceRunner manages, administers and analyses the results which are presented on PriceRunner as ratings and customer reviews.

Over 5,800 customers during 2005 were asked to answer questions regarding purchasing, delivery, to award the retailer an overall score and write a review of their experience. Users scale responses from 1 to 5, with 5 being excellent and 1 being poor.

Consumers are placing increasing importance on an all round shopping experience, and more and more people use price comparison websites⁽²⁾ to gain more information on retailers and purchase items online. Online shopping continues to grow at a faster rate than on the high street. The value of e-retail in 2005 was £19.2bn (2004: £14.5bn), and in January 2006, e-retail sales were £1.9bn, a 39.9% growth against the same month in 2005⁽³⁾.

Mattias Berg, UK Country Manager, PriceRunner.co.uk said: "We congratulate the first winners of PriceRunner's Annual Retailer Awards. These awards are proof that retailers can be successful if they give consumers what they want throughout the sales and after sales process. Our winning retailers have shown that specialists often rule the retail roost."

“At PriceRunner, we’re focused on providing our users with as much impartial information as we can, always listing the cheapest price for a product first. Our annual Retailer of the Year awards will assist consumers even more when they are deciding on a purchase, and who to make that purchase with.”

Chris Wheeler, Managing Director from More Computers.com said “We’re very pleased to have won a PriceRunner Retailer of the Year Award in the Computing category. As a successful independent retailer, to know that we are meeting and exceeding our customer’s expectations is a great achievement for us. We understand the importance of price to our customers, but good service is vital. We would like to thank all of our customers for their support and promise them **MORE** of the same in future.”

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⁽¹⁾ Full shortlists appear here:

Home appliances

1. www.123electricals4me.co.uk
2. www.365electrical.co.uk
3. www.247electrical.co.uk

Photography

1. www.AJelectronics.co.uk
2. www.digital-cameras.com

Sound and Vision

1. www.sselectricals.com
2. www.rgbdirect.co.uk
3. www.misco.co.uk

Computers

1. www.morecomputers.com
2. www.laptopsdirect.co.uk
3. www.acernotebooks.co.uk

⁽²⁾ The number of unique users for PriceRunner.co.uk has increased 111% year on year to 1.9m users, at January 2006. Source: Comscore.

⁽³⁾ Source: IMRG.

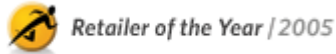
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About PriceRunner

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; vcmedia, Commission Junction, Mediaplex and PriceRunner, ValueClick provides a comprehensive portfolio of digital marketing solutions.

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.