



08 October

MEDIAPLEX AND COMMISSION JUNCTION ADD IMPRESSIVE NEW FORCE TO THEIR SALES TEAMS

ValueClick companies Commission Junction, one of the leading affiliate marketing companies in Europe, and Mediaplex, a leading ad-serving management and tracking company, have both bolstered their sales teams with two key appointments.

Mediaplex has appointed Jon Lawford as its first Sales Director. Jon is tasked with introducing their complete suite of online marketing technology products to UK agencies and direct advertisers.

Prior to joining Mediaplex, Jon was the Director of Business Development (EMEA) at Inceptor.Inc. He has a strong background in the digital marketing space, with extensive experience in developing partnerships in the UK and across Europe.

Additionally, Florian Gramshammer has joined the Commission Junction team as Vertical Sales Manager. Florian's role is to execute its vertical sector strategy by building strong relationships with new and prospective clients in the travel industry, understanding their business objectives and implementing state-of-the-art solutions and services for successful affiliate programs. He will play a key role in Commission Junction's goal to extend its strong foothold in the travel sector and will help clients to extend their reach online.

Prior to joining Commission Junction Florian worked at Emailvision, Europe's leading email marketing services provider, as a Key Account Sales Director.

Alison Guise, UK Managing Director of Commission Junction and Mediaplex, said, “Mediaplex is continually growing and constantly winning new projects. We are confident that Jon Lawford will compliment Mediaplex with his wealth of knowledge and experience in the online space.”

She continues, “We are delighted that Florian has joined our Commission Junction sales force. Focusing on travel, we are sure that he will prove incremental in our bid to become even stronger in our objective to become the leading affiliate marketing company in Europe.”

Commenting on his appointment, Jon Lawford said “I have joined Mediaplex at a very promising time - my key role will be to identify key decision makers within the digital marketing agencies that are empowered to decide on partner technologies for their respective organisations. I am looking forward to adding my experience of online marketing into the already confident mix and to bringing new opportunities to the company. “

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About ValueClick:

ValueClick Inc. (Nasdaq: VCLK) is one of the world’s largest integrated online marketing companies. Through its individual brands, ValueClick offers comprehensive and scalable solutions that deliver cost-effective customer acquisition for advertisers and revenue for publishers. ValueClick provides advertisers and publishers with performance-based solutions through all online marketing channels. Brand offerings include:

- *vcmedia - online advertising network and ad sales for advertisers and publishers*
- *Commission Junction - affiliate marketing*
- *PriceRunner.co.uk – the UK’s most comprehensive and impartial price comparison website*
- *Mediaplex - intelligent technology for digital marketing, including aderving, email marketing and paid search bid management.*

For more information, please visit www.valueclick.co.uk.

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