



vcmedia Integrates Display Advertising Networks and Launches New Technology Platform

Creates Online Display Advertising Network with 59% UK reach

vcmedia, the online advertising sales house owned by ValueClick, has announced the completion of the integration and launch of a new technology platform.

Following the acquisition of Fastclick (a US-based network) by ValueClick Inc. in September 2005, the technologies of vcmedia and Fastclick have been integrated and re-launched as vcmedia in the UK.

The combined advertising network becomes the UK's 4th biggest network by unique users, ahead of Adviva, 24/7 Real Media, AOL, Lycos, Tiscali and Orange Broadband⁽¹⁾, with 18 million UK unique users and a reach of 59%⁽²⁾.

The network is made up of over 3,000 UK websites, with access to 13,500 websites in Europe and the US, making it a truly global network.

More Reach, More Breadth and Improved Optimisation = Better Performance

In addition to vcmedia reaching 59% of UK web users and 18 million unique users, the technology that powers the network, channels and exclusively represented websites, has a range of new features available to advertisers. Dynamic optimisation, behavioural and geo-targeting, and targeting by content channels, time, day, ISP, and bandwidth are all available, thereby increasing campaign performance against advertiser objectives.

Evolution of New Pricing Model

The company has also launched a new pricing model to sit within the new technology. Named eCPM (Effective Cost per Thousand Impressions), it works by translating every pricing model, CPC (Cost per Click), CPA (Cost per Acquisition) and CPM (Cost per Thousand) into an eCPM, giving website publishers access to a larger variety of campaigns, regardless of the original pricing metric. Advertisers in turn will see their campaigns opened up to more publishers, providing them with more variety and reach.

Committed to Outstanding Customer Service

To fully support clients with these new capabilities, the vcmedia team has been reorganized to provide an even higher level of superior customer service throughout the duration of a client's campaign. The sales team will continue to be a primary point of contact, but due to the new technology's simple to use interface, it will enable the team to be even more strategic and proactive, fully supporting the capabilities and the needs of the advertiser.

To assist the sales team and their clients, a new team has been developed, combining the roles of operations and account management. This team will set up, optimise and traffic campaigns, providing on-going feedback to the sales team and their clients.

In addition, the publisher development team will work on a combination of publisher acquisition and existing publisher account development to help them increase their revenue potential.

A re-launched website for vcmedia is now live at www.vcmedia.co.uk, and contains additional information about the new technology for advertisers and publishers, a blog, industry news and the option to subscribe to a monthly newsletter.

Carl White, Chief Executive Officer, ValueClick Europe said “The integration of both technologies has enabled us to pick the best features of each. We believe that publishers and advertisers will benefit from this best of breed technology.

The improved vcmedia platform underpins ValueClick’s focus on delivering the best local and global advertising network via efficient and innovative technology.”

vcmedia is a founding member of IASH (Internet Advertising Sales Houses).

(1) Source: comScore Media Metrix, top UK network and portal sites, July 2006.

	Unique Users (000) at 1 July 2006
Advertising.com	24,881
MSN	20,535
Yahoo!	19,304
vcmedia	17,890
adviva	16,773
Casale Media Network	15,306
24/7 Real Media	13,445
Burst Media	9,820
AOL	8,937
Ask	6,855
Lycos, Inc.	4,372
Tiscali Sites	3,233
Wanadoo Sites	3,160

(2) Source: comScore, 2 August 2006.

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About ValueClick, UK:

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 independent price comparison website*
- Mediaplex - *intelligent technology for digital marketing, including adserving, email marketing and paid search bid management.*

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

About ValueClick, Inc.

ValueClick, Inc. (Nasdaq: VCLK) is one of the world's largest integrated online marketing companies, offering comprehensive and scalable solutions to deliver cost-effective customer acquisition for advertisers and transparent revenue streams for publishers. ValueClick's performance-based solutions allow its customers to reach their potential through multiple online marketing channels, including affiliate and search marketing, display advertising, lead generation, ad serving and related technologies, and comparison shopping. ValueClick brands include Commission Junction, ValueClick Media, Mediaplex, and PriceRunner. 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 and Webclients acquisitions, 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, 2006 and an amendment to its Annual Report on Form 10-K/A filed on April 21, 2006; its current report on Form 8-K filed on February 27, 2006; recent quarterly reports on Form 10-Q and Form 10-Q/A; other 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.