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ValueClick Europe Enters Mobile Services Sector

Through the price comparison business PriceRunner, ValueClick Europe is entering an exclusive partnership with Picsel, a mobile phone software provider which will provide PriceRunner with a mobile version of the website.

Consumers will be able to download the free application from pricerunner.co.uk or by sending a text to a shortcode, where the application will be sent back to the user; only standard data roaming charges. Users will see a full colour mini-version of [PriceRunner.co.uk](http://pricerunner.co.uk) with full functionality to compare prices.

The service will launch in early quarter two and will be the first to market for a price comparison website.

Carl White, Chief Executive Officer of ValueClick Europe said "By working with Picsel, ValueClick has realised our aim of delivering the world's first free, mobile price comparison service. Picsel's mobile platform is the best we have seen and our service can now be delivered to almost every major wireless device.

For the first time, consumers will be empowered to make purchasing decisions on-the-go whilst shopping on the high street. The alliance with Picsel represents tremendous scope for all the ValueClick businesses – not just for PriceRunner but for our other companies that focus on driving revenue for brands through digital advertising.”

Imran Khand, Chief Executive Officer of Picsel Technologies said “Picsel is all about bringing mobile content to life. Our core philosophy is to drive innovation and empower people to change the way they work, live, play and share information. PriceRunner shares this vision, and together we are taking the first step to deliver purchasing freedom to consumers through their mobile devices.”

Gary Goodman, Marketing Director for ValueClick Europe has been given responsibility for developing ValueClick’s mobile strategy.

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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 adserving, email marketing and paid search bid management.*

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

This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, ValueClick's ability to successfully integrate its 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, but not limited to: 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. 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.