



Embargo until 14 February 2008

**COMMISSION JUNCTION LAUNCHES NEW PRODUCT TO HELP ADVERTISERS
CO-ORDINATE AFFILIATE COMMISSIONS**

ValueClick Europe's Commission Junction division, one of the leading affiliate marketing companies in Europe, has developed a new product called 'Cross Cookie Correlation' which enables its clients to track and reward affiliates for sales made across multiple programs.

The technology allows advertisers who operate websites across multiple countries or who have more than one brand in their portfolio, to link their programs together and pay affiliates, even if a user moves to complete the purchase in another country or in another program.

This industry shaping technology was trialed with a test group of advertisers - including the luxury chocolate and gifts retailer Hotel Chocolat - during the last two months of 2007, and is now ready to be rolled out to Commission Junction's whole advertiser base worldwide.

Chris Bishop, Online Marketing Manager at **Hotel Chocolat** said "Over the 2007 holiday period we began using Commission Junction's cross cookie correlation technology. It has further improved relationships with our global affiliate base as they can now efficiently and effectively promote both our established UK and newly launched US online stores, and be fully rewarded for the customer journey across our two sites which until previously, it was not possible to do.

“Even within the current tough retail environment our affiliate sales are up 50% year on year and new innovative technology from Commission Junction ensures our programs continue to operate above the market trends, not only in the retail sector but also within the technical platform.”

Daniel Powel, Head of Account Management at **Commission Junction** said “Our affiliates have always been in the unique position of being able to take advantage of our common, global platform, whereby they could join advertiser programs from around the world, and visa versa. We are effectively linking virtual programs together making life easier for both advertisers and affiliates.”

Deborah Preston, Online Partnerships Manager, **Symantec EMEA** said “Affiliate marketing is a central element of Symantec's strategy to continue to build on the strength of the Norton brand, and we currently operate affiliate programs across 10 countries worldwide. We're very pleased to be working with Commission Junction, and look forward to making improvements and synergies with their new cross cookie correlation product.”

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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 – world's largest affiliate marketing network
- 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.

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