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Window Shopping through the Web

The collision of high street and online shopping has led to the emergence of '**highliners**' – a new and increasingly common breed of shrewd shoppers who research online to ensure they have the best possible price, before hitting the high street to make their purchases.

The 'highliner' shopping phenomenon has been identified by Dr Brian Young, consumer psychologist, University of Exeter and PriceRunner.co.uk, the price comparison service. Highliners have emerged as a new type of shopper thanks to a 10% rise in price comparison site visitors over the last two years – 32% of the adult population are now regular users* of price comparison services.

To meet the demands of highliners, 'PriceRunner in your Pocket' is being launched – the first free mobile price comparison service of its kind. The downloadable mobile version of the website enables shoppers to check they are getting a good price while they are out and about so they never need to miss a potential bargain or get ripped off again.

Before making any significant purchases, highliners research both the features and benefits of the items against similar products, as well as the best price online. However, they are keen to buy on the high street to retain the excitement of walking out of a store laden with bags.

Chatting with store staff is another key attribute of a highliner – they want to glean as much information and advice as possible from in store experts, before making the final decision.

“For highliners, part of the shopping experience is knowing that they have secured the optimum price for a product, and with this comes peace of mind and a feeling of achievement. They are smart with their money and it's a normal part of the way they like to buy things, to spend a few minutes online. Recent research** shows that two thirds (68%) of people prefer to research online before buying in store. Britons are more

comfortable buying online than ever before, with £3.465 billion spent online in April 2007 - up 55% year-on-year***.” Said Dr Brian Young

“Some of our customers tell us that they use their valuable time in a better way, searching online for what they want, rather than spending hours pounding the pavement looking in vain for the best deal - ultimately they are using the internet as their high street and it is where they prefer to window shop.

Once they have done this, they print off their research findings and head off to the high street to check out the item for a final time before they hand over the cash. To meet the need of these savvy shoppers we have created PriceRunner in your Pocket, allowing people to check prices on their mobile phones, whilst on the move.” Said Gary Goodman Director of Mobile Technologies, PriceRunner UK

PriceRunner Mobile – the first application of its kind

Created by PriceRunner and mobile software provider Picstel, the application is a mobile version of the money saving website, and is launching in June 2007. Members of the public will be able to download the free service from pricerunner.co.uk or by sending a text to a shortcode, where the application will be sent back to the user.

How to download the free service

- To download the application text ‘PR’ to 60009
- Following this you will receive an SMS message which includes a link that on selection will start the application download
- Once the download is complete you will given the option to store and open the application
- To un-register to the service simply text ‘PR STOP’ to 60009. You will receive a SMS confirming that you are no longer registered and you will be asked to remove the application from your phone

ENDS

*The shopping comparison market is growing at 30% year-on-year, according to figures from comScore Media Metrix. There were 11.5 million users in 2005 and were 15.5 in 2007. Population 60.2m based on figures from the National Office of Statistics

**Accenture survey of 600 U.S. consumers, 4th April 2007

*** According to the Interactive Media in Retail Group, 18th May 2007

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

For more information, please visit www.valueclick.com.

About PICSEL

Picssel brings mobile content to life through a unique suite of patented User Interface functions, which delivers a superbly rich and intuitive user experience on small screen devices. The company has offices in Europe, Asia and the US which serve customers that include Palm, Motorola, Samsung, Sharp, NTT DoCoMo, Panasonic and Nokia. For more information visit www.picssel.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 mergers, 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