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vcmedia Signs New Female Portal – Femin.co.uk

vcmedia, ValueClick Europe's online advertising sales house, has been appointed by Femin.co.uk, a new portal and online shop for women, to exclusively represent its website advertising inventory. First launched six years ago in Iceland, Femin is a recent start up in the UK and currently has around 300,000 page impressions each month.

Femin.co.uk includes editorial on subjects including: beauty and style; health and wellbeing; relationships; sex; cookery; pregnancy and parenting; entertainment; and an online shop. Femin is aimed at a 25-40 year old demographic who are more likely to be an urban professionals.

vcmedia will be responsible for placing online advertising for brands that are involved with health and beauty, online betting, holidays, and events.

Femin was first launched in Iceland in 2000, and the number of their unique users now reaches over 24%* of their adult female population.

Femin will combine its online advertising strategy with a national TV advertising push to tie in with the launch of Femin in the UK, which will run throughout the summer of 2006. The media spend is concentrating on channels such as E4, Living TV and E! Entertainment, and the Company will be taking spots within popular shows such as Will and Grace and Friends.

Iris Gunnarsdottir, Managing Director, Femin.co.uk said "The launch in the UK has had a great start and already there are thousands of subscribed visitors. We have had around 300,000 page impressions just in the first month, but with the help of vcmedia and our offline advertising push, we are looking to increase this 8-fold within the next six months."

“The products that our online store sells seem to be what women in the UK want to buy and we have hundreds of women entering a competition for a luxury break in Iceland on our UK site. All of this means we are very optimistic for Femin here in the UK.”

Vanessa Kent, UK Country Manager for vcmedia said, “Femin is a very successful website and shop in Iceland. We intend to help them grow their user base in the UK by complementing the editorial with strategic advertising partnerships, ultimately providing their users with advertising relevant to them.”

Femin.co.uk joins vcmedia’s growing list of exclusively represented websites, in the food, automotive, property and directory enquiry sectors, including deliaonline.co.uk, WiseBuyers.co.uk, themovechannel.com and 118118.com, respectively.

* Sources: Femin.co.uk and CIA World Factbook based on females of age 15-64 in 2005.

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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 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 Femin:

Femin first began operating in Iceland six years ago and was founded by Iris Gunnarsdottir and Soffia Steingrimsdottir. Their key objective was to provide a portal and shop for women aged 20-40. After a successful few years in Iceland, Iris and Soffia launched Femin in the UK in 2006. The company is owned by Bauger, the Icelandic listed investment company.

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 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 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.