



FIRST CHOICE GOES EXCLUSIVE WITH COMMISSION JUNCTION

15th December 2009

First Choice part of TUI Travel PLC – the UK’s leading leisure travel company, has signed a 12 month exclusive affiliate marketing programme with Commission Junction, the global leading affiliate network. The programme goes live on 1st December 2009.

First Choice’s move to Commission Junction means that it will be joining its sister brands, including; Portland travel, Crystal Ski, Holidays Uncovered, Simply Travel and Thomson, which have been managed by the network for seven years.

The decision to move First Choice’s affiliate activity over to the Commission Junction network not only provides an excellent opportunity to capitalise on the networks strong reputation for quality and performance in the travel sector, but also complements its strong portfolio of travel operators.

Charlie Ranger, Affiliate Manager, TUI commented: “Bringing First Choice over to Commission Junction was a decision that we made on the back of our first class experience with the network with our other brands including Thomson. We wanted to consolidate our affiliate marketing by bringing First Choice over to Commission Junction exclusively, as we gear up to take our programme further in 2010.”

Alison Guise, General Manager, Commission Junction Europe, said: “To be chosen by First Choice on the back of consistently high results with the other TUI brands is a real accolade to the team. This is a fantastic addition to our expanding portfolio, and we look forward to maximising our efforts with Charlie and the TUI brands as we move forward.”

For further information:

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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 significant revenue for publishers. Through its individual brands, ValueClick’s performance-based solutions allow advertisers and publishers to reach their potential through all online marketing channels. UK brand offerings include:

ValueClick Media – global online advertising network and ad sales for advertisers and publishers

- Commission Junction – world’s largest affiliate marketing network
- PriceRunner – the UK’s most comprehensive and impartial price comparison service

- Mediaplex - intelligent technology for digital marketing, including adserving, email marketing, tracking and paid search bid management.
- For more information, please visit <http://www.valueclick.co.uk>

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