



**16 August 2007**

### **vcmedia Unveils New 'Twelve Point Plan' to Instill Further Confidence for Advertisers**

Following the announcement in April that vcmedia, ValueClick Europe's online advertising sales house, had moved from a traditional 'blind network' to a new transparent model (the first truly visible network in the UK), the company has revealed new measures to provide extra ways of protecting its advertisers.

A founding member of IASH, vcmedia is once again taking the lead within the ad network industry to provide additional assurances over the network model. The following are already in place:

1. A new publisher is vetted by vcmedia's in-house team – if the content is found to contain objectionable content (eg hate, fighting, pornography) it is rejected
2. All sites must sign up to the company's terms and conditions, where they agree to never show objectionable content, amongst other measures
3. vcmedia is a founding member of IASH (Internet Advertising Sales House) which means that it is bound by its code, and the processes and sites are audited by the ABCe every six months
4. Cyveillance search – a contextual content search that checks sites where vcmedia ads run
5. url checking tool – this allows the company to check that publishers are only running its ads where they say they will
6. Internal fraud reports
7. As part of their job the traffickers (6 person team) and publisher development team (3) check publishers to ensure they are adhering to the terms and conditions

8. There is one member of the publisher team who is there to vet and re-vet the publishers and take on the IASH auditing\*
9. As announced in April, vcmedia is working towards 100% naming of the network.

In addition, in the next 6 weeks vcmedia will be introducing the following to enhance protection for its advertisers:

10. Spiders to crawl potentially questionable sites – this will provide support for the cyveillance search
11. Inter-company protection – ValueClick Europe has five companies (vcmedia, Commission Junction, PriceRunner and the publishing division) in four countries (UK, France, Germany and Nordic region) all working together to remove fraudulent publishers
12. Our dedicated vetting team will be increased from one person to three – two will continually vet sites and one will crawl the web checking that the company's ad code is not being used fraudulently. This will provide a final human check to all of the automated processes.

Richard Sharp, UK Managing Director, vcmedia said, "At vcmedia we have always strived to protect our advertisers from running in inappropriate areas on the web and already have in place a number of measures that we continually apply to our publishers. We've decided to take this even further by introducing three additional processes and checks."

"All of this means we are doing everything we possibly can to provide the best service to our clients, and I'll be meeting with all our media agencies over the next month to demonstrate our approach to network advertising."

Currently, vcmedia has over 10,000 sites with UK traffic, and offers network and channel advertising to almost 20 million unique users and has a reach of 63.4%\* of the UK internet population.

\* Source: ComScore Media Metrix, 20 July 2007

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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](http://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 recently completed 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: 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.*