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## **BUY.COM EXPANDS INTO EUROPE WITH COMMISSION JUNCTION**

Buy.com, the Internet superstore, is launching its European affiliate marketing activity with Commission Junction, the leading global network, following the announcement that the US Company is expanding into five European countries. Commission Junction will launch and manage the programme for UK, France, Germany, Italy and Spain.

Buy.com aims to replicate its affiliate marketing success in the US, by expanding its programme across the UK and Europe. Commission Junction provides advanced affiliate marketing solutions that help marketers increase online leads and sales, by facilitating strategic relationships between advertisers and publishers. Through affiliate marketing Buy.com will be able to encourage customers to click on its adverts which will lead them directly to the site and will thus increase sales.

Founded in 1997, Buy.com, Inc. is a leading retail marketplace with more than 12 million customers worldwide and is focused on providing the best deals on a broad selection of high-quality goods. Commission Junction has offices across Europe and will manage this programme by assigning dedicated teams from each office to the programme.

Eoin Matthews, Managing Director, Buy Europe, said: "Launching in Europe with Commission Junction was an obvious choice for us due to our longstanding relationship with them in the US, and their proven abilities in building large successful affiliate marketing programmes. Commission Junction's strong global presence and multilingual abilities across Europe will allow us to build the structure and support necessary in our affiliate marketing as we continue our expansion."

Alison Guise, General Manager, Commission Junction Europe, said: "Buy.com is a very established ecommerce brand in the US and it is incredibly exciting for us to be working with them as they expand their operations into Europe. They are very committed to their affiliate marketing channel and we are

delighted that they have chosen to partner with Commission Junction at this crucial stage of their development.”

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### **About Buy.com**

With more than 12 million customer accounts, Buy.com is a leading retail marketplace, focused on providing its customers with a rewarding shopping experience and a broad selection of high-quality technology and entertainment retail goods at competitive prices. Buy.com offers millions of products in a range of categories, including consumer electronics, computer hardware and software, cell phones, books, music, videos, games, toys, bags, fragrance, home and outdoor, baby, jewelry, shoes, apparel and sporting goods. Founded in June of 1997, Buy.com is located in Aliso Viejo, California. Buy.com® and The Internet Superstore™ are trademarks of Buy.com Inc.

### **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 advertising, email marketing, tracking and paid search bid management.
- For more information, please visit <http://www.valueclick.co.uk>

*This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, the risk that market demand for online advertising in general, and performance based online advertising in particular, will decline or will not grow as rapidly as predicted, and the risk that legislation and governmental regulation could negatively impact the Company's performance. 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, but not limited to: its annual report on Form 10-K filed on March 2, 2009; recent quarterly reports on Form 10-Q; and other current reports on Form 8-K. 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*