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## COMMISSION JUNCTION STRENGTHENS TRAVEL SECTOR EXPERTISE

Seven new travel companies have hired ValueClick's Commission Junction to run their affiliate marketing programs in the UK.

Following the announcement in January regarding the Company's move to focus on sector specific expertise in areas like travel, retail and finance, the following seven companies have joined the network:

***easyVan.com*** (van hire from easyGroup);

***flythomascook.com*** (Thomas Cook's dedicated flights site);

***hotelClub.com*** (worldwide hotel bookings);

***hotelopia.co.uk*** (online hotel booking specialists, part of First Choice plc);

***octopustravel.com*** (hotel reservations website);

***purpleparking.com*** (leading airport parking company); and

***weststarholidays.co.uk*** (holiday park company).

The travel companies all selected Commission Junction because of the quality of their account management service, specialist retail sector knowledge and the high quality network of affiliates that they work with.

Amongst a current UK client list of over 60 leading travel brands, Commission Junction currently works with three of the top five most visited UK travel websites and half of the top UK eight airlines\*.

Amanda Norey, Online Marketing, Affiliates Manager at Thomas Cook said “Thomascook.com have been working with Commission Junction for over 2 years. Service has been exemplary and they have always focused on building relationships with the right affiliates. Their ability to match likeminded companies has delivered significant results for thomascook.com.”

Laura Bolton-Heaton, Head of Customer Acquisition at Hotelopia said: “We use their services due to the extensive affiliate base, and for the management support we receive for Hotelopia’s affiliate recruitment and retention programmes. Over the past six months we’ve seen exceptional results in our affiliates business, so much so that we have recently implemented Hotelopia into Commission Junction in the US.”

Alison Guise, UK Country Manager for Commission Junction and Mediaplex said “Commission Junction’s extensive and results driven experience with travel advertisers and affiliates has meant we have been able to demonstrate to these brands what is possible within affiliate marketing. We now work with over 60 prominent travel brands undertaking programmes that deliver to a broad range of specific requirements, whether that’s communicating with a wider range of affiliates, or running innovative new media content like podcasts.”

\* Source: IMRG and Commission Junction.

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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.*