

PriceRunner appoints Greenlight for international SEO campaign

22nd June, 2006 – Search engine marketing (SEM) consultancy, Greenlight, today announces the sign-up of the price comparison site PriceRunner. Greenlight will assist PriceRunner with search engine optimisation (SEO) and link building, to improve and maintain search engine rankings and to make the PriceRunner brand more visible to consumers across the globe.

PriceRunner has appointed Greenlight to initially focus on the English-language UK and US sites (PriceRunner.co.uk and PriceRunner.com), with a planned roll-out of the campaign also to PriceRunner's other European markets.

PriceRunner's Country Manager in UK, Mattias Berg, comments: "As an international online business with many keywords and products listed on our site, we recognise the importance of an effective SEO campaign, and were looking for an agency who could help us with our multilingual requirements. Improving our SEO will enable us to continue to grow our business further."

Warren Cowan, CEO of Greenlight, says: "Online advertising is crucial to the success of online brands, particularly when the Internet is the only channel open to the customer. A strong SEO campaign is needed to reach the top of popular search engines, to make PriceRunner easier for consumers to locate, and can increase brand awareness. We are excited to be working with PriceRunner in an international capacity over the coming months."

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Notes to Editors:

About Greenlight:

Greenlight is a leading search engine marketing (SEM) consultancy with a proven track record of delivering innovative, targeted and accountable search engine marketing campaigns.

A team of highly skilled, experienced consultants, strategists, editors, developers and marketers work together to identify the symptoms of a poorly performing website and design a tailored SEM campaign for each client. Their collective experience spans other SEO agencies, in-house optimisation teams, marketing departments of large international corporations, and search engine companies.

Using both natural search and pay-per-click (PPC) techniques, Greenlight specialises in improving client positioning and website visibility in the top search engines, as well as driving traffic to its client's websites.

Greenlight has unrivalled technical competence and proprietary technology. Following a best practice approach, Greenlight offers quantitative and qualitative analytics to show the true business benefits of SEM and genuine return on investment.

The company also has an international reach with multilingual capability and an enviable client portfolio in both the public and private sectors. Its expanding client base includes world and market leading companies and ambitious SMEs such as Monarch Airlines, easyGroup, Thomson Business Pro, Nationwide International, BOL, HMV.co.uk, PriceRunner.co.uk and Hotels.com, plus public sector organisations such as Defra.

Greenlight is the first UK SEM consultancy to launch a specialist training division, Catalyst, to educate businesses in SEM tools and techniques. Set up in response to overwhelming customer demand, Catalyst's training programmes will enable marketers and businesses of all sizes to learn about the benefits of search.

About ValueClick:

ValueClick, Inc. 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:

- PriceRunner.co.uk – the UK's most comprehensive and impartial price comparison website
- vcmedia - online advertising network and ad sales for advertisers and publishers
- Commission Junction - affiliate marketing
- Mediaplex - intelligent technology for digital marketing, including aderving, email marketing and paid search bid management.

For more information on ValueClick and PriceRunner.co.uk, please visit www.valueclick.co.uk/brands.

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