



24 August 2007

ValueClick Europe Sponsors Conference at ad:tech London 2007

In collaboration with ad:tech London 2007, online marketing company ValueClick (<http://www.valueclick.co.uk>) has secured Will Whitehorn, President of Virgin Galactic as the keynote speaker who will open the second day's conference programme at the show (<http://www.ad-techlondon.co.uk>).

Will Whitehorn's session is to be introduced by Carl White, CEO of ValueClick Europe. The session, entitled "Digital Space" will explore themes of innovation, the inception and upcoming launch of Virgin Galactic and how Virgin's businesses and online have impacted brands, consumers and they way they use technology.

As headline sponsor of ad:tech London 2007, along with the organisers ValueClick will also be hosting a senior level panel debate to close the first day's conference, entitled "Obtaining value from acquisitions: buying or buying and building?" The aim of the session is to:

- examine the benefits and drawbacks behind merging companies;
- discuss the impact on consumers; and

- take a look at the recent mergers and acquisitions and what they mean for digital marketers.

It will be chaired by Carl White and the panelists include - Charles Berry, Director, *Virgin Group and New Media Spark*, Stephen Taylor, Regional Vice President Audience Group, *Yahoo! Europe* and Marcus Anselm, MD, *Longacre*. Two other senior executives are being lined up to take part. The panel will be followed by a drinks reception in the foyer and will be open to all conference attendees.

Carl White, Chief Executive Officer of ValueClick Europe says, "Our presence at this year's ad:tech London will ensure that we are placed to drive forward our thought leadership position in the marketplace. In particular the panel debate at the end of the first day will address a topical subject and I think many individuals will want to hear the issues discussed."

Christophe Asselin, Group Communication Manager of ad:tech Europe comments, "ValueClick's sponsorship of ad:tech compliments the overall show line up, and the keynote address by the President of Virgin Galactic will be a huge draw card and offer great value to our delegates."

Notes to editors

[ad:tech London 2007](#) is to be held at Olympia, London 26th and 27th September 2007.

- **Ends-**

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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 impartial 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.

About ad:tech London

Dedicated exclusively to digital marketing such as Internet Marketing, Search Engine Marketing, Email Marketing, Mobile Marketing and E-Commerce, [ad:tech London](#) is the only event in the UK that gives its visitors from blue-chip companies and SMEs the opportunity to investigate a complete range of end-to-end interactive advertising and marketing solutions.

ad:tech London is a unique opportunity for CEO, brand/product managers, marketing directors, media planners/buyers, creative directors, campaign managers, advertisers, agency executives, sellers, and suppliers to understand what interactive technologies can do as part of the promotional mix and how to generate results that translate directly into increased performance and ROI.

This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, ValueClick's ability to successfully integrate its 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, but not limited to: its Annual Report on Form 10-K filed on March 31, 2006 and an 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. 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.