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DUBLIN IN WORLD'S TOP TEN MOST EXPENSIVE CITIES

- ...but the Irish capital drops from 4th to 8th in price league table
- London prices drop further as retailers aim to stimulate consumer spending

Dublin continues to be one of the most expensive cities on the planet, according to a new global study by PriceRunner.co.uk¹.

The authoritative PriceRunner International Price Comparison annual report – now in its sixth year – compares the average retail price of 26 of the world's most popular consumer goods in 33 countries.

And the latest findings reveal that the Irish capital is the world's 8th most expensive, with typical retail prices on some of the most commonly bought items on the planet around 10 per cent more expensive than the global average.

However Dublin has fallen four places from 4th to 8th with some prices dropping as retailers aim to entice shoppers back to the tills in what has been a difficult year for the Irish economy. **In October this year official statistics revealed that Irish consumer prices were 6.6% less than in October 2008.**

According to the PriceRunner.co.uk study some of the popular consumer goods that have dropped in price in Dublin include a cinema ticket (from €9.23 to €8.08); a takeaway cup of coffee (€2.63 to €2.08); and a 28 pack of Pampers Nappies (€8.75 to €4.88).

The title of World's Most Expensive City falls to Oslo in Norway for the third successive year. Prices in the Norwegian capital weigh in 35 per cent more expensive than the average global cost of goods, with Copenhagen and Sao Paulo taking second and third place respectively.

Marc Thomas, UK manager for PriceRunner, said: "Dublin has gained something of a reputation for being an expensive city. While it is still in the top ten, it is at least falling down the list as prices become cheaper. Nevertheless it is still on average a much more expensive place to visit or live in than most of the major cities in the world."

The PriceRunner International Price Comparison report has revealed that the world's largest city, Mumbai, is also the world's cheapest. Retail prices are typically 30 per cent cheaper than the average global cost of goods and the majority of products audited are amongst the cheapest in the world. Sony Playstations, Big Macs, bus tickets, tampons, cinema tickets, Lego blocks and even Dan Brown's latest blockbuster *The Lost Symbol* are all cheaper in Mumbai than anywhere else on the planet.

And contrary to popular belief, retail prices in London and New York have significantly dropped. In 2007, London was the second most expensive city on the planet but it is now the 14th cheapest out of the 33 countries audited.

The full PriceRunner International Price Comparison study can be downloaded from www.pricerunner.co.uk.

Dublin Product Prices in Euros

	2008	2009
Absolute Vodka, 70 cl	22.99	24.85
Coca Cola, 33 cl can	1.03	0.79
Coffee, 33 cl, take away	2.63	2.08
Marlboro Lights, 20	7.55	8.40
McDonald's Big Mac burger only	3.70	3.78
Cinema Ticket	9.23	8.08
1 Litre Petrol	1.23	1.14
1 Litre Milk	0.98	1.15
Bus Ticket	1.05	1.14
Durex Pleasuremax, 10 pk	12.34	9.90
Pampers Nappies, 28 pk	8.75	4.88
Sony PlayStation 3	399.99	298.29
Macbook Air	1692.66	1374.51
Garmin Forerunner 405	299.00	314.18

Ends

Notes to editors

1) About The PriceRunner International Price Comparison Study

Prices were collected between 17/10/09 and 21/10/09. A total of 26 products were compared from at least three retailers for each product. International exchange rates were applied to develop a global comparison. The following 33 cities are included in the research:

Amsterdam	Netherlands
Athens	Greece
Bangkok	Thailand
Berlin	Germany
Brussels	Belgium
Budapest	Hungary
Buenos Aires	Argentina
Dubai	United Arab Emirates
Dublin	Ireland
Helsinki	Finland
Istanbul	Turkey
Cape Town	South Africa
Copenhagen	Denmark
Lisbon	Portugal
London	England
Madrid	Spain
Moscow	Russia
Mumbai	India
Oslo	Norway
Paris	France
Prague	Czech
Reykjavik	Iceland
Rome	Italy
Sao Paolo	Brazil
New York	USA
San Francisco	USA
Shanghai	China
Stockholm	Sweden
Sydney	Australia
Tokyo	Japan
Vilnius	Lithuania
Warszawa	Poland
Wien	Austria

About PriceRunner

www.PriceRunner.co.uk, a division of ValueClick, Inc. (Nasdaq: VCLK), is the UK's most comprehensive and independent price comparison company. Online prices are updated on a daily basis by a specialist team that develops and manages cutting edge technology which hunts down the cheapest online prices available. PriceRunner is unique in that, unlike other price comparison sites, a dedicated team of PriceRunners also checks prices in high street stores. PriceRunner always lists the cheapest price first and is completely independent in that it lists all retailers, regardless whether they pay or not, to provide consumers with a complete overview of the market.

About ValueClick, Inc.

ValueClick, Inc. (Nasdaq: VCLK) is one of the world's largest online marketing services companies, offering comprehensive and scalable solutions to deliver cost-effective customer acquisition for advertisers and robust revenue streams for publishers. ValueClick's performance-based solutions allow customers to reach their potential through multiple online marketing channels, including affiliate and search marketing, display advertising, lead generation, ad serving and email technology, and comparison shopping. ValueClick brands include Commission Junction, ValueClick Media, Mediaplex, PriceRunner and Smarter.com. For more information, visit www.valueclick.com.

This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, the risk that market demand for on-line advertising in general, and performance based on-line advertising in particular, 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 February 29, 2008; 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.