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VALUECLICK MEDIA BOLSTERS SENIOR TEAM

ValueClick Europe has bolstered its senior team with the promotions of Matthew Beck to Publisher and Operations Director, and Elliott Clayton to UK Sales Manager for ValueClick Media UK.

As ValueClick Media's new UK Sales Manager, Elliott will now be responsible for the day-to-day sales operations, and will report directly into Richard Sharp.

Richard Sharp, Managing Director, ValueClick Media comments, "Since joining ValueClick Media, Elliott has been instrumental in growing the business and has proved to be an invaluable part of the team. He is now driving the sales team in the UK forward and I have every confidence in his ability to take the team to new heights."

Following his promotion to Publisher and Operations director, Matthew is now positioned as the direct report for both the publishing team and the operations team. In this role he will be using his extensive experience as Head of Publishing, combined with his knowledge of the operations team to allow ValueClick Media to closely tie together the supply of inventory with the delivery of advertising.

Matthew's new role will allow Valueclick Media to combine the trafficking and optimisation of campaigns with publisher inventory, allowing the teams to better optimise campaign opportunities. The teams will work in sync allowing them to react to demand and to increase targets for better performing publishers as they gets better results from its Precision Behavioural Targeting suite.

Richard Sharp, Managing Director, ValueClick Media, comments, "In his time at ValueClick Media Matt has put in place a strong Publisher team that has enabled VCM to deliver on 2 IASH audits with flying colours and also was instrumental in improving our margins in the last 6 months by over 5%. Moving

forward he will provide a seamless link between the two teams to maximise on campaign activity which has a lot of potential for us.”

These promotions follow Richard Sharps promotion in December to UK Head of Trading and Media, ValueClick UK.

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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.