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## **LONDON FALLING: CAPITAL DROPS DOWN GLOBAL PRICE LIST**

- **London prices drop further as retailers aim to stimulate consumer spending**
  - **London “could be one of cheapest cities in the world”**

London has fallen dramatically down a list of the world's most expensive cities, according to a new global study by PriceRunner.co.uk<sup>1</sup>.

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. It is due to be published tomorrow.

The latest findings provide the most tangible evidence yet that retail prices in London 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 – below the global average for the overall cost of goods.

According to the PriceRunner.co.uk study, London prices that have dropped in the past year include a 33cl takeaway coffee (from £1.83 to £1.63); a litre of milk (£1.03 to £0.86); and even a Big Mac (£2.45 to £2.29).

The news will help Mayor of London Boris Johnson in his quest to promote the benefits of the capital to foreign tourists. The Mayor recently announced that a campaign to promote London had brought in six per cent more tourists this summer, with the extra visitors spending £50 million.

And PriceRunner.co.uk says retailers could continue to drop prices in an effort to stimulate high street spending – and if that trend continues, London may soon earn a reputation as being one of the cheapest cities in the world.

Marc Thomas, UK manager for PriceRunner, said: “One of Boris Johnson's goals has been to make London a more attractive destination for tourists. While this latest trend is unlikely to be down to the Mayor, the effects will inevitably help his cause as London is now significantly cheaper than many competitive destinations, including Paris, Dublin, Amsterdam and Berlin.”

There are still thirteen major cities in the world with less expensive prices than London for the same products, including New York, Madrid, Prague, Dubai, San Francisco and Mumbai. The full results are due to be published tomorrow.

Marc Thomas added: "London and Paris are often held up as European cities with a very high cost of living. While Paris is still the fourth most expensive place on the planet, prices in London have dropped below the global average.

"Perceptions may still have to change, but London is definitely getting cheaper in reality. If current trends continue perhaps London will stake a claim to be one of the cheapest places to buy popular goods.

"While London residents may be feeling the pinch, the truth is that there are bargains to be had. The findings emphasize the need to shop around before you purchase a product as prices vary significantly from one retailer to the next."

The full PriceRunner International Price Comparison study can be downloaded tomorrow from [www.pricerunner.co.uk](http://www.pricerunner.co.uk).

## Ends

Notes to editors

### London Product Prices in GBP

	<b>2008</b>	<b>2009</b>
Absolute Vodka, 70 cl	17.56	14.66
Coca Cola, 33 cl can	0.51	0.75
Coffee, 33 cl, take away	1.83	1.63
Marlboro Lights, 20	6.50	5.75
McDonald's Big Mac burger only	2.45	2.29
Cinema Ticket	10.73	8.88
1 Litre Petrol	1.30	1.08
1 Litre Milk	1.03	0.86
Bus Ticket	2.34	2.00
Pampers Nappies, 28 pk	6.32	3.61

Sony PlayStation 3	351.12	270.81
Macbook Air	1403.98	1117.60
Garmin Forerunner 405	272.83	268.50

### 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](http://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.