



9th February 2011

COMMISSION JUNCTION UK LAUNCHES A DEEP LINKING PLUGIN

London, 9th February 2011 – ValueClick’s Commission Junction, the leading global provider of affiliate marketing solutions launched a deep linking plugin. It is available to publishers in the UK.

The plugin has been developed for publishers who want to quickly obtain a deep link for advertisers they are working with without needing to log in to their account. It is available to be installed on all major browsers – Firefox, Google Chrome and Internet Explorer.

This development follows a range of tools Commission Junction has provided for advertisers and publishers which include: industry-leading product feeds; widgets; a behavioural re-targeting solution and video creative.

It also follows a raft of new clients which have recently joined the Commission Junction network including: : TJHughes iSUBSCRIBE Club Med; Cheapflights; Qatar Airways; Garmin; Fenchurch and Past Times.

Florian Gramshammer, UK Country Manager for Commission Junction said “ *The deep linking plugin is an affiliate-led development. It was highlighted as a priority through affiliate surveys and our regular interaction with publishers. We are delighted to have been able to turn around this feedback into tangible developments in the Commission Junction product.*”

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About ValueClick

ValueClick, Inc. (NASDAQ: VCLK) is one of the world’s largest integrated online marketing companies, offering comprehensive and scalable solutions to deliver cost-effective customer acquisition for advertisers and significant

revenue for publishers. Through its individual brands, ValueClick's performance-based solutions allow advertisers and publishers to reach their potential through all online marketing channels. UK brand offerings include:

- ValueClick Media – global online advertising network and ad sales for advertisers and publishers
- Commission Junction – world's largest affiliate marketing network
- PriceRunner – the UK's most comprehensive and impartial price comparison service
- Mediaplex – intelligent technology for digital marketing, including adserving, email marketing, tracking and paid search bid management

For more information, please visit www.valueclick.co.uk.