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WALKER-i CHOOSES TO WORK WITH MEDIAPLEX FOR ADSERVING

Leading ad-serving management and tracking company, Mediaplex (part of ValueClick Europe) has been chosen by Walker-i (the digital subsidiary of Walker Media) to provide advanced ad-serving functionality for a number of high profile clients, including: PC World, Dixons, Barclays Bank, Barclaycard, Woolwich, First Choice, Dyson, Hays and Jarvis and M&S Money.

This announcement follows recent news in which Mediaplex revealed it had signed agreements with four new media agencies including Blowfish, Bray Leino and BURN.

Alison Guise, UK Managing Director, Mediaplex and Commission Junction said, "Working with Walker-i and their extensive range of clients gives us a chance to demonstrate the diversity of our ad-serving and tracking capabilities, including re-targeting and analytics."

Mark Syal, Head of Walker-i said: "After assessing the options in the marketplace, we chose Mediaplex as our ad-serving partner because of the excellent standard of service and reliable technology services that they provide us and our clients."

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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.

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