



**NMA Exclusive  
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### **MEDIAPLEX HIRED BY ODDSCHECKER.COM FOR ADVANCED ADSERVING**

One of the leading adserving management and tracking technology companies, Mediaplex, has won an exclusive contract with Oddschecker.com, the odds comparison site, after a three way pitch process.

Mediaplex will be responsible for providing Oddschecker with dynamic, real-time, rich media adserving technology and technical support, as well as analysis and reporting functions on ad serving.

Oddschecker.com will be utilising a combination of the key components from Mediaplex's unique solutions: MOJO Adserver (advertising management with tracking) and dynamic messaging. Dynamic messaging allows the advertiser to update content in real-time, by creating a template with changeable text and images.

This will be particularly important because there are many combinations of adverts required based on sports and the odds constantly change. Oddschecker.com will be able to update the data in real-time without having to design new adverts for each one - creative and overall campaign costs are significantly lower as a result.

Mediaplex will be working closely alongside media and creative agency TBG London, to facilitate a shorter turnaround time for developing ad executions, making campaigns more reactive to consumer response.

Marketing Manager for Oddschecker.com, Caitlin Hanks said, “Mediaplex will give us greater insight into our online activity. Together with their market leading dynamic messaging capabilities that Mediaplex offers, and their dedication to exceptional service, the team has proposition which will help us to drive forward our online advertising activity.”

Jon Lawford, Sales Director, Mediaplex said, “We’re really looking forward to working with Oddschecker.com on the execution of their online advertising strategy. They have a very successful proposition, and we intend to help them grow their user base in the UK by increasing awareness of odds comparison and their market share.”

First launched nine years ago, Oddschecker, part of the BSkyB Group (which also includes Sky Sports, Sporting Life and Team Talk) has around 450,000 unique users per month and operates in the German, Spanish and the UK markets.

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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](http://www.valueclick.co.uk).

#### **About Oddschecker.com**

Oddschecker.com compares odds from more than 20 online bookmakers to help its users obtain the best price for their chosen bet. Oddschecker's software is constantly checking bookmakers' odds to ensure that every change made and every market added is reflected on Oddschecker.com.

From its launch in 1999, Oddschecker.com quickly established itself as the most successful and innovative odds comparison site in the UK, a position which it has cemented over the years. The service covers sports betting markets in horse racing, football, golf, tennis, rugby, cricket, boxing, motor sports and more, in addition to political and novelty bets.

*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 March 1, 2007; 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.*