



## MEDIAPLEX'S MOJO ADSEVER PLATFORM TURNS 10

*MEDIAPLEX celebrates 10 years delivering innovative technology solutions for managing successful online marketing programmes through the MOJO adserver platform*

**Date: 30<sup>th</sup> July 2009**

ValueClick, Inc.'s (Nasdaq: VCLK) technology division, Mediaplex, today announced its MOJO Adserver Platform has turned 10. Launched in 1999, MOJO Adserver was one of the first ad serving platforms to allow marketers to offer one-to-one messaging by automatically serving and updating advertisements in real-time to deliver the most relevant message to the right person at the right time.

"Over the past nine years, eBay has come to rely on Mediaplex for innovative products, exceptional client services and consistent, quality reporting and data in a complete package," said Jorge Laguna, director of marketing analytics at eBay. "Our successful partnership with Mediaplex is a direct result of their commitment to providing superior technology and a consistent, customer-centric focus around their ad serving and tracking solution."

Since its release in 1999, the MOJO Adserver platform has been first to market with a number of product advancements including dynamic messaging, behavioral targeting, multivariate optimization, natural search tracking and path to conversion. Mediaplex has also built on its MOJO Adserver roots to evolve into an Enterprise-level, integrated platform for tracking and reconciling all marketing activity.

"We are proud to have offered cutting-edge service and technologies to our clients over the last ten years. We offer boutique solutions to some of the largest and most innovative online advertisers in the world and look forward to continuing to expand our client base even further." said Alison Guise, general manager of Mediaplex Europe.

### **About ValueClick, Inc.**

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:

- Mediaplex - intelligent technology for digital marketing, including aderving, email marketing, tracking and paid search bid management.

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- 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
- For more information, please visit <http://www.valueclick.co.uk>

*This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, the risk that market demand for online advertising in general, and performance based online advertising in particular, will decline or 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 2, 2009; 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*

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