



**18 August 2006**

**MEDIAPLEX ADVANCES BETFAIR'S ONLINE ADVERTISING PUSH INTO EUROPE**

One of the leading ad-serving management and tracking technology companies, Mediaplex, has won an exclusive contract with Betfair, the online betting exchange, after a four-way pitch process.

Mediaplex will provide Betfair with dynamic, real-time, rich media ad-serving technology and technical support, as well as analysis and reporting functions on ad serving.

Betfair will be utilising a combination of the key components from Mediaplex's unique solutions: MOJO Adserver (dynamic advertising management with tracking) and eBusiness messaging. eBusiness messaging allows the advertiser to update content in real-time, by creating a template with changeable text and images. Creative and overall campaign costs are significantly lower as a result.

This will be particularly effective for Betfair because there are many combinations of adverts based on sports and the odds constantly change. Betfair will be able to update the data in real-time without having to design new adverts for each one.

The deal with Mediaplex is of great significance due to the existing relationship that Betfair has in operation with Commission Junction (also owned by ValueClick Europe). By working with Mediaplex, Betfair will be able to carry out adserving through their affiliate marketing platform. This will ensure that the creatives the affiliates display on their websites will always be up to date, therefore creating a better user experience because the offer the user sees will always be available.

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

Marketing Director for Betfair, Paul Witten said, “Mediaplex will give us greater insight into our online activity. With the capabilities that Mediaplex offers, the online team has a product which will assist in making the right decisions for Betfair’s online strategy.”

Alison Guise, Country Manager, Mediaplex and Commission Junction said, “Of course Mediaplex is delighted to work with Betfair on the execution of their online advertising strategy, in addition to the existing work concerning their affiliate marketing.

“We will be assisting Betfair in achieving their two main goals: to support event specific campaigns and during quieter event periods, serving and tracking generic creative which aim to drive new registrations and customers.”

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

*This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, ValueClick's ability to successfully integrate its recently completed Fastclick and Webclients acquisitions, trends in online advertising spending and estimates of future online performance-based advertising. 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: its Annual Report on Form 10-K filed on March 31, 2006 and amendment to its Annual Report on Form 10-K/A filed on April 21, 2006; its current report on Form 8-K filed on February 27, 2006; recent quarterly reports on Form 10-Q and Form 10-Q/A; other current reports on Form 8-K; its amended registration statement on Form S-4 filed on September 27, 2005; and its final prospectus on Form 424B3 filed on September 28, 2005. Other factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements include, but are not limited to, the risk that market demand for online advertising, and performance-based online advertising in particular, will not grow as rapidly as predicted. 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.*

**About Betfair:**

Betfair ([www.betfair.com](http://www.betfair.com)) operates a betting exchange – concept it pioneered. A betting exchange allows punters to bet at prices set by punters themselves rather than by a bookmaker, which results in Betfair's odds being consistently better than those offered by other bookmakers. Betfair was launched in June 2000 and at peak times the exchange – based on the NYSE - matches up to 300 bets a second.