



**20 November 2006**

## **MEDIAPLEX PARTNERS WITH EYEWONDER TO DELIVER RICH MEDIA AND VIDEO CAMPAIGNS**

Mediaplex, the leading ad serving management and tracking company, today announced that it has entered into an agreement with EyeWonder, Inc., a leader in online video and rich media advertising solutions, to provide advertisers and agencies in the UK, France and Germany, with integrated ad serving, rich media, and video ad technology and services.

The agreement enables Mediaplex, part of ValueClick Europe, to provide its clients in Europe with richer media campaigns that generate exceptional results. Mediaplex will be well positioned to serve the exploding online video advertising market – this so-called ‘niche’ area is growing by 27 per cent a year. The market will be worth \$300m in the US alone this year\* and the UK is swiftly following suit.

Mediaplex’s clients will now be able to take advantage of limitless creative options for every online ad campaign; unique authoring programmes, tools and services that enable them to create richer media and video campaigns; expandable and floating advertising for rich media and video campaigns; and a centrally managed reporting system that delivers, tracks and measures all online campaigns via one interface.

Alison Guise, UK Country Manager for Mediaplex and Commission Junction said “Consumers are demanding more and more innovative content and features on the websites that they use, and are becoming more discerning about what advertising content they interact with. Working with EyeWonder means that we offer our clients some of the most sophisticated video and rich media options on the market.”

“We are proud that Mediaplex has selected EyeWonder as their rich media partner,” said Paul Coles, EyeWonder Europe. “Everyone is looking for the best return on their online advertising dollars, and a recent Dynamic Logic report\*\* proved unequivocally that EyeWonder-powered campaigns deliver stronger results for clients than do those from the other rich media providers. Today’s media planners and creative shops know that the more compelling campaigns are the ones that are generally more effective, and this integrated solution makes it easier to push the boundaries for the richest media and the richest results.”

Notes: \* Source: Jupiter Research

\*\* Source: Dynamic Logic’s report compared EyeWonder’s performance to that of the industry’s other top rich media providers: PointRoll, Eyeblaster, Klipmart, Unicast, and Dart/Motif. The EyeWonder-commissioned research utilized MarketNorms database of 2,522 online AdIndex campaigns (during Q1/06).

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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).

**About EyeWonder**

EyeWonder, Inc. is a leading provider of rich media and online video advertising products and services. Since 1999, the company has been enabling advertisers and agencies to easily connect the most compelling and effective campaigns to their most desirable audiences. EyeWonder's award-winning ad products and services combine the quality and power of Flash video, the latest interactive features, the widest reach across today's top browsers and operating systems, and the most comprehensive online tracking and reporting capabilities. In a recent third-party research report, EyeWonder rich media and video ad campaigns were found to outperform other rich media providers in delivering significant brand metric increases for clients.

EyeWonder's rich media experts support every campaign from creative consultation and development to Q/A testing, trafficking, and reporting. EyeWonder services the world's top agencies and advertisers, and its rich media and video ad products are accepted by hundreds of online publishers including Yahoo!, AOL and MSN. For more information on Richer Media and Richer Results, please visit <http://www.eyewonder.com> .

*This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, ValueClick's ability to successfully integrate its 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, but not limited to: its Annual Report on Form 10-K filed on March 31, 2006 and an 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. 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.*