



## ValueClick Announces Executive Hire

*David A. Yovanno Returns to Run Technology Business Segment and Drive Cross-Divisional Synergies*

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)-- ValueClick, Inc. (Nasdaq: VCLK) today announced the hiring of David A. Yovanno as the new general manager of Mediaplex, ValueClick's technology division. Mr. Yovanno returns to ValueClick after holding senior management roles with the Company from 2000 to October 2008.

Mr. Yovanno will report directly to ValueClick's chief executive officer, Jim Zarley, and will have overall responsibility for Mediaplex's operations, as well as driving cross-selling opportunities between Mediaplex and the ValueClick Media division. Mr. Yovanno also will assist with the Company's corporate development program.

"David's industry and ValueClick experience makes him a natural choice to drive Mediaplex's traction with our ValueClick Media advertiser and agency relationships," said Jim Zarley, chief executive officer of ValueClick. "We're very excited to welcome David back to the ValueClick family and we're looking forward to working with him again and benefitting from his leadership skills."

"There is tremendous opportunity in the market right now for ValueClick's technology business," said David A. Yovanno, general manager of Mediaplex. "From ad serving and cross-channel campaign analytics to new offerings in rich media, Mediaplex gives advertisers the tools and insights they need to get the most out of their advertising budgets, and I believe there is great opportunity to drive more business through ValueClick Media's great relationships with major advertisers and agencies."

David Yovanno was a key member of the ValueClick management team from 2000 to 2008, serving as chief operating officer of U.S. media and the general manager of ValueClick Media. From October 2008 to March 2011, Mr. Yovanno served as chief executive officer of Gigya, a leader in integrating online businesses with top social network platforms. Mr. Yovanno has served on the board of directors of the Interactive Advertising Bureau and holds both bachelors and masters degrees from The George Washington University, Washington, DC.

### **About ValueClick**

ValueClick, Inc. (Nasdaq: VCLK) is one of the world's largest integrated online marketing services companies, offering comprehensive and scalable solutions to deliver cost-effective customer acquisition for advertisers and transparent revenue streams for publishers. ValueClick's performance-based solutions allow its customers to reach their potential through multiple online marketing channels, including [affiliate marketing](#), [display advertising](#), [ad serving and related technologies](#), and [comparison shopping](#). ValueClick's brands include Commission Junction, ValueClick Media, Mediaplex, Smarter.com, CouponMountain.com, Investopedia.com, and PriceRunner. For more information, please visit [www.valueclick.com](http://www.valueclick.com).

*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 February 28, 2011; recent quarterly reports on Form 10-Q; and other current reports on Form 8-K.*

*The Business Outlook contained in this release is based on current expectations. These statements are forward-looking, and actual results may differ materially. These statements do not include the potential impact of any mergers, acquisitions or other business combinations that may be completed after the date of this release. Actual stock-based compensation may differ from these estimates based on the timing and amount of stock awards granted, the assumptions used in stock award valuation and other factors. Actual income tax expense may differ from these estimates based on tax planning, changes in tax accounting rules and laws, and other factors.*

*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.*

ValueClick, Inc.  
Gary J. Fuges, CFA  
1-818-575-4677

Source: ValueClick, Inc.

News Provided by Acquire Media