



May 9, 2012

ValueClick Media Beefs Up Digital Video Offerings

Company Launches ValueClick Video and Hires Former Adconion and Brightroll Executives to Lead New Platform

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)-- [ValueClick Media](#), a division of ValueClick, Inc. (NASDAQ:VCLK), today announced the launch of its new digital video ad platform, ValueClick Video. Armed with industry leading targeting capabilities and optimization technology, ValueClick Video empowers advertisers to effectively reach and engage their audiences in a medium that is expected to become a major component of interactive advertising.

According to ValueClick Media's 2011 advertiser survey results, 76 percent of advertisers plan to dedicate media spend to online video this year. ValueClick Media has its sights set on this surging ad format—expected to grow nearly 55 percent this year, according to eMarketer.

"The power of video is becoming evident in today's online advertising landscape," said Bill Todd, president of ValueClick Media. "With ValueClick Video, we are expanding our video footprint by combining our renowned targeting capabilities, real-time optimization and display campaign efficiencies into one high-impact, results driven platform for advertisers."

ValueClick Media powers up new Video ad platform

ValueClick Video provides advertisers and brand marketers with innovative [digital video solutions](#) that leverage parent company ValueClick's Data Management Platform. The proprietary Platform offers unique targeting capabilities that result in 5.5 times the lift in unaided awareness and increases purchase intent by as much as 73 percent when compared to industry norms (Vizu).

"The enhanced Video platform complements the current efforts of our sales teams across the U.S., allowing them to deliver highly-competitive cross-platform video ad solutions," said Todd.

The new platform offers an available inventory of 10,000 brand safe websites, plus the ability to reach 80 percent of all iPhone and Android users.

Premier targeting capabilities

ValueClick Video advertisers receive exclusive access to 212MM unique online user profiles and \$6.7B in transactional data to pinpoint the ideal audience from display, to smartphones and tablet devices.

In order to deliver precisely on brand-specific campaign objectives, ValueClick Video offers the following targeting capabilities:

- [Contextual](#) — Page-level, machine-learned classification of users
- [Geography](#) — Target users by zip code, DMA, county or state
- [Geo-fencing](#) — Pinpoint video ads within a specific driving/walking distance
- [Previous purchase activity](#) — Data points provided by category product level, transactions, click, ad interaction or by browser
- [Operating Platform](#) — Find audiences by operating system (Mac, PC) or browser (Chrome, Firefox)
- [Day-Part](#) — Target users when they are most receptive to your message

Top talent hired to lead ValueClick Video

ValueClick Media is pleased to announce the appointment of two digital media veterans to lead ValueClick Video.

Dan Alexander, formerly the head of media for Adconion Direct, joins ValueClick Video as director of video strategy, and Lisa-

Dawn Rogers, formerly the digital sales account director for BrightRoll, takes the role of national video strategy sales manager. The new leadership team brings two decades of combined experience managing progressive, results-driven video and digital ad campaigns for top brand advertisers.

"ValueClick Media has been a consistent market leader for the past 14 years across display, lead generation, mobile, and now video," said Alexander. "The team has done an impressive job introducing video into this growing market, and I look forward to helping raise mass awareness around our video solutions, expertise, technology and data capabilities."

Get a taste of ValueClick Video's solutions [here](#).

About ValueClick Media

ValueClick Media, a division of ValueClick Inc. (Nasdaq: VCLK), is one of the largest full-service audience targeting platforms of its kind, having helped over 25,000 advertisers reach their online marketing objectives since 1998. With access to over 200 million anonymous consumer profiles and over 6.7 billion dollars in ecommerce transactions, ValueClick Media provides robust targeting solutions across display, mobile and video—powered by premium data and sophisticated optimization technology. For publishers, ValueClick Media helps maximize revenue for available display and mobile advertising inventory, while offering industry-leading publisher tools and support. For more information, visit www.valueclickmedia.com.

About ValueClick, Inc.

ValueClick, Inc. (NASDAQ: VCLK) is one of the world's largest digital marketing companies. Through a unique combination of data, technology and services, ValueClick increases brand awareness and drives customer acquisition at scale for the world's largest advertisers and maximizes advertising revenue for tens of thousands of online and mobile publishers. ValueClick's brands include: [Commission Junction](#), [ValueClick Media](#), [Dotomi](#), [Greystripe](#), [Mediaplex](#), [Smarter.com](#), [CouponMountain.com](#), [Investopedia.com](#), and [PriceRunner](#). The company is based in Westlake Village, California, and has offices in major advertising markets worldwide. For more information, please visit 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 29, 2012; 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.

ValueClick Media
Cassie Piercey, 818-575-4921
cpiercey@valueclick.com

Source: ValueClick Media

News Provided by Acquire Media