



## ValueClick Media Expands to Southern Market with New Atlanta Office

*Senior Account Executives David Braswell and Andrew Davis to lead Southern expansion*

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)-- [ValueClick Media](#), a division of [ValueClick Inc.](#) (Nasdaq:VCLK), is pleased to announce the opening of a new office in Atlanta, Georgia, located at 1200 Abernathy Road, near Perimeter Mall. The new office will be led by David Braswell, formerly of BlueLithium and Undertone Networks, and Andrew Davis, formerly of NetWorld Alliance and *The New Yorker*.

"Atlanta is a major hub for a myriad of businesses and advertisers in the United States, and is in advantageous proximity to other prime Southern markets," said Lynn D'Alessandro, vice president of sales for ValueClick Media. "Our new office location represents our dedication and investment to service those clients and agencies locally."

According to eMarketer, Atlanta's online advertising spending will reach \$1.2 billion in 2011 and the metropolis ranked among the top 20 U.S. cities for online marketing spending in 2009 and 2010. Many Fortune 500 companies, including Delta Airlines, Coca-Cola and UPS are headquartered in Atlanta.

David Braswell has been in the digital space for more than a decade, first at Yellowpages.com where he finished his tenure as vice president of sales & business development, and later at BlueLithium (sold to Yahoo) and Undertone Networks, where he opened and grew the Southeast market for both companies.

"As advertisers and agencies in the Southeast continue to work with a smaller group of ad networks, it's great to see that ValueClick is a part of that core group," said Mr. Braswell. "ValueClick's ability to scale while delivering aggressive back-end metrics across a variety of platforms—display, mobile, video and rich media—enables us to be well-positioned to maximize growth in Atlanta."

Andrew Davis is a seasoned advertising sales veteran, focusing on the Southeast territory for the last 15 years. During his career, Mr. Davis opened the first dedicated offices for *Entertainment Weekly* and *The New Yorker*, was the launch publisher of *The Atlantan* magazine and most recently held the position of senior vice president of sales and marketing for NetWorld Alliance, a publisher of nine B2B websites.

"Having worked for single titles in the past, I am eager to help my clients reach a multitude of publishers through efficient and targeted online advertising solutions," said Andrew Davis. "ValueClick has dominated online advertising since 1998. I know we have the scale and solutions to provide real value to the agencies and advertisers of Atlanta."

For more information, please contact David Braswell at [dbraswell@valueclick.com](mailto:dbraswell@valueclick.com) or Andrew Davis at [adavis@valueclick.com](mailto:adavis@valueclick.com), or call 770-551-8100.

ValueClick Media is now hiring in Atlanta. For employment opportunities, please contact Marcia Needels, Talent Acquisition Manager, at [mneedels@valueclick.com](mailto:mneedels@valueclick.com), or call 818-575-4641.

### **About ValueClick Media**

Twelve years of experience and access to the global data resources of ValueClick, Inc. make ValueClick Media the largest and most robust audience network of its kind. Proprietary consumer behavioral data, direct relationships with 8,500 publishers and access to additional inventory via real-time bidding, advanced behavioral targeting and optimization technology, strict network quality controls and superior service make ValueClick Media the network leading marketers and agencies rely on to reach their performance objectives. For more information, visit [www.valueclickmedia.com](http://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, Greystripe, Mediaplex, [Smarter.com](http://Smarter.com), [CouponMountain.com](http://CouponMountain.com), [Investopedia.com](http://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](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. 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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