



ValueClick Media Introduces Its Latest Industry Solution: Driven By ValueClick MediaSM

Opens local office in Detroit to support automotive advertisers

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)-- ValueClick Media, a division of ValueClick Inc. (Nasdaq:VCLK), is pleased to announce the launch of its newest industry-specific solution, the auto-focused platform Driven by ValueClick MediaSM. This latest digital advertising platform is designed specifically to meet the demands of automotive advertisers. According to J.D. Power, Driven reaches more new auto shoppers (in their purchasing month) than any other advertising network.

Leveraging ValueClick's technology and vast database of anonymous user profiles, Driven strategically targets only those consumers who are actively researching a vehicle purchase. Further, through Greystripe's mobile ad network, Driven reaches consumers on any digital device.

"Driven provides a 360° solution for automotive advertisers including display, video, mobile, rich media and real-time brand optimization," said Sapna Gulaya, director of sales, automotive, for ValueClick Media. "Each medium is met with extreme expertise, putting Driven far and above any competitor."

According to eMarketer, U.S. online ad spend in the automotive industry will increase by 11 percent, reaching \$3.2 billion by the end of 2011. ValueClick is well positioned to capture auto ad dollars, using Driven to personalize advertising messages to in-market auto buyers and uncover insights.

To reach out to some of the largest automotive advertisers, ValueClick Media opened an office in Detroit, Michigan, which will be led by Justin Krengel, formerly of Joost and Starcom MediaVest Group. Krengel has been in the digital space for 10 years, serving as a sales manager for Adconion and, more recently, Joost. His experience is rooted in working with top automotive clients such as the Detroit Three: Ford, GM and Chrysler.

"ValueClick Media has outstanding solutions for automotive advertisers and it is great to be able to bring those solutions to the Detroit market," said Krengel. "I am thrilled to be part of the ValueClick Media expansion during this exciting time for the company, and the online advertising industry as a whole."

Detroit is consistently ranked among the top 20 U.S. cities for overall online marketing spend and is projected to reach \$900 million by the end of this year. Additionally, using proprietary Lightning Technology, Greystripe is able to deliver Flash ads on iPhone, iPad and Android devices, reaching the millions using mobile while researching and purchasing a vehicle.

"Greystripe, acquired by ValueClick earlier this year, is the largest brand-focused mobile advertising network in the U.S.," said Gulaya. "Roughly half of all new car shoppers in 2011 are iPhone and Android users, growing to 70 to 75 percent in the next two years. Mobile is a reach medium we cannot overlook and auto manufacturers can effectively target this market with Driven and Greystripe, who reach four out of five iPhone and Android users."

For more information, please contact Justin Krengel at Jkrengel@valueclick.com or call (734) 657-8092.

About ValueClick Media

Thirteen 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.

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 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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