



ValueClick Media® Bests Other Networks Across Multiple Online Branding Metrics

Major Brand Marketers Enjoy Increased Audience Influence by Combining Substantial Lift in Awareness and Intent with Massive Reach and Exclusive Targeting

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)-- ValueClick, Inc. (NASDAQ:VCLK) today released new research commissioned by its ValueClick Media division on the topic of branding through digital channels, proving the advantage that ValueClick Media's total media solution provides to brand marketers versus ad networks.

The study, fielded, tracked and analyzed by recognized digital marketing research experts InsightExpress, sought to objectively quantify the impact that ValueClick Media's offerings and approach have on the most important metrics brand marketers look at to determine the success of their advertising efforts.

Available as a white paper at <http://www.valueclickmedia.com/whitepapers/the-value-of-brand-advertising>, the brand value study analyzed nearly 30 branding campaigns delivered by ValueClick Media for major brand marketers, compared with over 100 similar campaigns from competitors in InsightExpress' InsightNorms™ normative database. In addition to the comprehensive volume of campaigns analyzed, the study also spanned the largest advertising sectors, including telecommunications, retail, consumer packaged goods, travel, pharmaceuticals, and more.

When comparing brand campaigns executed by ValueClick Media against those administered from ad networks, InsightExpress found significant lift across all of the most important brand metrics:

- ***Over 30 percentage points higher*** lift in Unaided Awareness (more than five times higher than ad networks)
- ***Over 16 percentage points higher*** lift in Online Ad Awareness (more than 15 times higher than ad networks)
- ***Over 17 percentage points higher*** lift in Message Association (more than 10 times higher than ad networks)
- ***Over seven percentage points higher*** lift in Purchase Intent (more than five times higher than ad networks)

"While ValueClick Media's solutions for brand marketers may be our best kept secret, they have become one of our fastest-growing offerings," said Bill Todd, president of ValueClick Media. "As marketers increasingly focus on in-market consumers, and proactively add to that group by spurring desire in others, they find that our ability to accurately find them and move them along their consideration path to be advantageous. We afford brands the ability to simply and cost-effectively reach across sites, platforms and exchanges, while fearlessly providing them with total transparency into accountable brand metrics."

For more information about ValueClick Media and to view the white paper, visit www.valueclickmedia.com or call 818-575-4500.

About ValueClick Media

Fourteen 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 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.

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