



## Commission Junction Affiliate Marketing Network Announces CJYou Award Winners

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Sept. 23, 2008--Commission Junction, a division of ValueClick, Inc. (Nasdaq: VCLK) and the leading global provider of affiliate marketing solutions, today announced the winners of its CJYou Awards, which were presented at the annual Commission Junction University (CJU), the industry's premier networking and educational event that takes place every September in Santa Barbara, California. The award winners are advertisers, publishers and agencies representing national and international brands who were chosen for their outstanding network performance metrics. For more information on the 2008 CJYou award winners, go to [www.cj.com/affiliatemarketingawards](http://www.cj.com/affiliatemarketingawards).

Formerly called the Horizon Awards, the CJYou Awards were introduced this year to reflect the emphasis that Commission Junction places on network performance metrics (the company was the first affiliate marketing network to publish earnings per click, or EPC, metrics) and to enable its clients to nominate advertisers and publishers for the qualities they value in one another as partners.

"We saw an opportunity to create awards that reflected what is important to our clients and partners and to recognize them for measurable performance metrics," said Kerri Pollard, General Manager of Commission Junction. "But most importantly, we wanted to give our clients the opportunity to participate in the process. We sincerely appreciate our clients taking the time to nominate their partners and we offer congratulations to all the CJYou award winners for demonstrating true excellence in affiliate marketing."

### 2008 CJYou Award Winners for Affiliate Marketing Excellence

- Rookie of the Year, Advertiser  
Abe's of Maine  
Awarded to a new advertiser who has achieved the highest total revenue
- Rookie of the Year, Publisher  
ShopDiscover  
Awarded to a new publisher who has achieved the highest total revenue
- Advertiser of the Year  
Yahoo! Affiliate Program  
Awarded to an advertiser who has achieved the largest year-over-year increase in revenue and greatest percentage of growth
- Publisher of the Year  
RetailMeNot.com  
Awarded to a publisher who has achieved the largest year-over-year increase in revenue and greatest percentage of growth
- People's Choice, Advertiser (tie)  
BuyCostumes  
GoDaddy  
Chosen by the publisher community and awarded to an advertiser who demonstrates the best partnership qualities and excellence in supporting publisher needs
- People's Choice, Publisher  
CouponCabin  
Chosen by the advertiser community and awarded to a publisher who demonstrates the best partnership qualities and excellence in delivering value to an advertiser's affiliate program
- Innovator of the Year  
Intuit  
Awarded to an advertiser or publisher who demonstrates the most successful use of emerging technologies
- Agency of the Year  
iMarketing  
Awarded to an agency that has excelled at fostering relationships between its clients and Commission Junction

Jim Jessup, Director of Marketing for the Yahoo! Affiliate Program, which won the Advertiser of the Year Award, said, "We've had a tremendous year in terms of the overall growth of the channel but when you consider all the great brands in the

Commission Junction network, being recognized as Advertiser of the Year is really an honor. We could not have achieved this without the dedication of our incredible publishers and the hard work of our account team at CJ."

For more information on the 2008 CJYou award winners, go to [www.cj.com/affiliatemarketingawards](http://www.cj.com/affiliatemarketingawards).

#### About Commission Junction

Commission Junction ([www.cj.com](http://www.cj.com)) provides advanced performance marketing solutions that help marketers increase online leads and sales. By facilitating strategic relationships between advertisers and publishers, Commission Junction leverages its proven expertise in affiliate marketing and search marketing to drive measurable results for clients.

#### About ValueClick, Inc.

ValueClick, Inc. (Nasdaq: VCLK) is one of the world's largest online marketing services companies, offering comprehensive and scalable solutions to deliver cost-effective customer acquisition for advertisers and robust revenue streams for publishers. ValueClick's performance-based solutions allow customers to reach their potential through multiple online marketing channels, including affiliate and search marketing, display advertising, lead generation, ad serving and email technology, and comparison shopping. ValueClick brands include Commission Junction, ValueClick Media, Mediaplex, PriceRunner and Smarter.com. For more information, 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 29, 2008; 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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