



## **Internet Retailer's Top 500 Advertisers Prefer Commission Junction to Other Affiliate Marketing Providers; Commission Junction Powers More Programs Than the Next Two Providers Combined**

SANTA BARBARA, Calif.--(BUSINESS WIRE)--May 23, 2006--ValueClick, Inc. (Nasdaq:VCLK), one of the world's largest integrated online marketing companies, today announced that its affiliate marketing division, Commission Junction, is used by more advertisers on Internet Retailer's Top 500 Advertisers list than the next two affiliate marketing providers combined. In addition, Commission Junction leads in powering programs for 10 of the 13 market categories being used by advertisers to expand reach and increase online revenues. Among Internet Retailer's list of top advertisers powered by Commission Junction are brand names such as SonyStyle.com, Zappos.com and Real®.

Performance marketing continues to be one of the most cost-effective channels for driving online revenues. As a result, it has been widely adopted by the online retailing industry with 324 of the top 500 retailers running affiliate programs either through networks like Commission Junction or in-house solutions. Commission Junction powers more of these affiliate programs than any other single network provider, and is the preferred provider for the majority of the advertiser categories tracked by Internet Retailer, including Apparel/Accessories, Books/CDs/DVDs, Computers/Electronics, Flowers/Gifts, Hardware/Home Improvements, Health/Beauty, Office Supplies, Specialty/Non-apparel, Sporting Goods and Toys/Hobbies.

"Internet Retailer's independent survey reaffirms Commission Junction's leadership in providing affiliate marketing programs to the top 500 advertisers. Our CJ Marketplace is specifically designed to assist our clients in increasing their online revenue and expand their reach into market segments best suited for their target audiences," said Tom Vadnais, general manager of Commission Junction and Mediaplex. "We are committed to meeting our clients' needs. As the channel grows, Commission Junction will continue to develop, deliver and drive the best affiliate marketing solutions in the industry to support our clients."

### 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 its clients.

### About ValueClick, Inc.

ValueClick, Inc. (Nasdaq:VCLK) is one of the world's largest integrated online marketing companies, offering comprehensive and scalable solutions to deliver cost-effective customer acquisition for advertisers and significant revenue for publishers. Through its individual brands, ValueClick's performance-based solutions allow advertisers and publishers to reach their potential through all online marketing channels, including display advertising, affiliate marketing, lead generation, search, e-mail, and comparison shopping. ValueClick brands include Commission Junction, HiSpeed Media, Mediaplex, PriceRunner, ValueClick Media, and Webclients. 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, ValueClick's ability to successfully integrate its recently completed Fastclick and Webclients mergers, trends in online advertising spending and estimates of future online performance-based advertising. 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: its Annual Report on Form 10-K filed on March 31, 2006 and amendment to its Annual Report on Form 10-K/A filed on April 21, 2006; its current report on Form 8-K filed on February 27, 2006; recent quarterly reports on Form 10-Q and Form 10-Q/A, other current reports on Form 8-K; its amended registration statement on Form S-4, filed on September 27, 2005; and its final prospectus on Form 424B3 filed on September 28, 2005. Other factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements include, but are not limited to, the risk that market demand for online advertising, and performance-based online advertising in particular, will not grow as rapidly as predicted. 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.

CONTACT:

ValueClick, Inc.

For Media:

Ronda Grech, 1.818.575.4511

[rgrech@valueclick.com](mailto:rgrech@valueclick.com)

For Investor Relations:

Gary J. Fuges, 1.818.575.4677

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