



Mediaplex's MOJO Adserver Platform Turns 10

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WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)--Jul. 27, 2009-- ValueClick, Inc.'s (Nasdaq:VCLK) technology division, Mediaplex, today announced its MOJO Adserver Platform has turned 10. Launched in 1999, MOJO Adserver was one of the first ad serving platforms to allow marketers to offer one-to-one messaging by automatically serving and updating advertisements in real-time to deliver the most relevant message to the right person at the right time.

"Over the past nine years, eBay has come to rely on Mediaplex for innovative products, exceptional client services and consistent, quality reporting and data in a complete package," said Jorge Laguna, director of marketing analytics at eBay. "Our successful partnership with Mediaplex is a direct result of their commitment to providing superior technology and a consistent, customer-centric focus around their ad serving and tracking solution."

Since its release in 1999, the MOJO Adserver platform has been first to market with a number of product advancements including dynamic messaging, behavioral targeting, multivariate optimization, natural search tracking and path to conversion. Mediaplex has also built on its MOJO Adserver roots to evolve into an Enterprise-level, integrated platform for tracking and reconciling all marketing activity.

"Over the last 10 years, we have established ourselves as the independent leader in the ad serving space with our innovative MOJO technology platform and impressive client list which includes more than 1,500 advertisers," said Ann Hoey, general manager of Mediaplex. "Our commitment to the success of our customers will continue to be our priority as we develop innovative and custom technology solutions to meet their business needs."

About Mediaplex

Mediaplex provides cross-channel advertising technology solutions and services that enable marketers to achieve one-to-one messaging, greater efficiencies and a competitive edge through insightful reporting and analytics. Our team of industry experts focuses on putting the customer first, providing advanced technology solutions alongside consulting services for the greatest return on their marketing spend. As the most experienced independent ad server, we understand the importance of data privacy, which is why keeping our clients' data secure and uncompromised is a top priority. Our ability to blend technology, campaign experience and customized expert analysis gives our clients more than just a product or service but a true partnership. For more information, visit www.mediaplex.com.

This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, the risk that market demand for online advertising in general, and performance based online advertising in particular, will decline or 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 March 2, 2009; 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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