



Mediaplex Expands Search Bid Management Beta Program

Second Phase Follows Successful BETA Pilot of New Integrated ASP Bid Management/Adserver Platform

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WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)--Jan. 10, 2007--ValueClick, Inc. (Nasdaq:VCLK) today announced that its technology division, Mediaplex, has launched the second phase of its search bid management technology beta, MOJO SEM, following the successful completion of the first phase of the beta program. MOJO SEM is fully integrated with Mediaplex's MOJO Adserver third-party ad serving platform. Developed to expand on Mediaplex's existing offering for tracking paid search, the beta release gives agencies and advertisers the campaign management tools and analytics to help them most effectively leverage their search marketing dollars. With this beta release, Mediaplex's campaign management, tracking and reporting capabilities now span display, email, natural and paid search. Mediaplex clients, including LM&O Advertising, Integrated Media Services and CJ Search, have tested MOJO SEM during the pilot period of the beta and have already reported successful results.

Mediaplex's MOJO SEM has enabled beta clients to strategically manage and integrate their paid search marketing and display ad efforts through powerful tools for tracking, reporting, search bid management and optimization all within the core MOJO platform. Developed for optimal usability, the tool allows clients to quickly configure and update campaigns and easily manage and refine keyword buys in just a few simple steps.

"As a long time MOJO Adserver client, we were excited to join the beta program for the new search bid management product from Mediaplex," said Andrew Haynes, interactive marketing analyst, LM&O. "The ability to now manage, track and optimize our display advertising in MOJO alongside our paid search advertising in one user interface provides great efficiencies."

"Since joining the MOJO SEM beta program, our organization has experienced great search marketing campaign results," said Trish Harrill, president, Integrated Media Services. "With the addition of MOJO SEM, we now have a full view of our marketing programs in a single location, allowing us to quickly optimize our campaigns, ensuring the implementation of robust solutions across all channels."

Prior to the beta, the first live user of MOJO SEM was ValueClick's search engine marketing services team, operating as CJ Search in the Commission Junction division. MOJO SEM is also integrated into the Commission Junction performance marketing technology and has allowed CJ Search to quickly expand the number of paid search programs they manage for clients to over twenty in just a few months.

"The MOJO SEM tool allows our team of search engine marketers to launch very complex paid search campaigns with tens of thousands of keywords and efficiently manage and optimize those campaigns to our clients' revenue and other performance metrics," said Lisa Crossley Hunter, Manager, Account Services for CJ Search. "MOJO SEM has allowed us to significantly scale our SEM business while also improving the performance of our clients' search campaigns."

"As a growing number of our clients develop their marketing programs around multiple online advertising channels, they increasingly require a technology solution that allows them to consistently manage, track and report on all their diverse programs using a single technology platform," said Tom Vadnais, president of ValueClick U.S. and general manager of Commission Junction and Mediaplex. "We developed MOJO SEM to not only give our clients the most advanced technology for tracking and managing their paid search campaigns but to also allow them to integrate all of their online advertising programs in a single, easy-to-use reporting interface."

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 and PriceRunner. For more information, please visit www.valueclick.com.

This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, 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; recent quarterly reports on Form 10-Q and Form 10-Q/A; and other current reports on Form 8-K. 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.

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