



ValueClick's Mobile Advertising Unit Greystripe Announces Four Global Office Openings, Nine Executive Hires and a Doubling of Headcount in 2011

Brand-focused mobile ad network experiencing tremendous growth with plans for global scale

SAN FRANCISCO--(BUSINESS WIRE)-- Greystripe, a division of ValueClick Inc. (Nasdaq: VCLK), is today announcing impressive expansion within the company, strengthening its position as the go-to mobile ad network for brand advertisers in North America and Europe. Since May, the company has doubled its team and opened four new offices in the U.S. while expanding its presence in Europe.

The largest brand-focused mobile ad network has doubled the size of its sales, engineering and operations staff, allowing it to offer innovative new products to its base of thousands of brand advertisers, agencies and mobile publishers.

As part of the expansion of its team, Greystripe has opened new sales offices in Atlanta, Seattle, Minneapolis and Phoenix. They are also announcing nine new executive hires. These new hires are:

- Brian Pearlman, senior account executive, from Millennial Media
- Ryan Bleich, senior account executive, from AOL
- Chris Backschies, regional sales manager, from WeatherBug
- Terah Bocchi, senior account executive, from Belo Phoenix
- Jeff Margolis, senior account executive, from Adfusion
- Bill Kramer, regional sales manager, from quadrantONE
- Josh Parker, account executive, from Specific Media
- Matt Sexton, regional sales manager, from RadiumOne
- Ken Yonan, regional sales manager, from Specific Media

"We're excited to grow our team and continue expanding in the coming year," said Kurt Hawks, vice president of operations for Greystripe. "In 2012, we look forward to using this growth to reach advertisers in every significant U.S. market, continue innovation and push the envelope by creating the best in brand advertising for mobile."

In 2011, Greystripe launched two new mobile ad units: video advertising and its popular Ad Boosters. Both have seen impressive results. Over 55 brands have run mobile video ads, delivering over 200 ad creatives. On average, 50 percent of consumers have watched the entire video ads, with click-through rates between 1 and 3 percent. Ad Boosters are a next generation ad format featuring social media integration, local content and deals. These Boosters make mobile advertising more relevant and valuable to smartphone users and have shown a 300 percent increase in click-through rates compared to similar ads without the Boosters.

After officially launching in Europe in February through a series of partnerships, Greystripe hired Tim Scoffham to head EU mobile growth. Scoffham came to Greystripe from 4th Screen Advertising, where he was the commercial head. The company has now established a direct European presence in the U.K., France, Germany, Spain and Sweden.

To find out more about Greystripe, visit www.greystripe.com

About Greystripe:

Greystripe, a division of ValueClick, Inc. (Nasdaq: VCLK), is the largest brand-focused mobile advertising network in the US by reach. Greystripe delivers the highest engagement and most sophisticated targeting for brand marketers, the maximum revenue for publishers and app developers, and the best ad experience for users. Greystripe's proprietary advertising platform serves billions of rich media impressions to over 40 million users of touch-driven devices through more than 3,500 application

titles and mobile websites across all major mobile platforms.

For more information, please visit: <http://www.greystripe.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 <http://www.valueclick.com>.

VSCpr for Greystripe
Alice Joy, 360-556-0628
alice@vscpr.com

Source: Greystripe

News Provided by Acquire Media