



Commission Junction Powers 48 Percent of the Top 500 Web Retailers' Affiliate Marketing Programs

SANTA BARBARA, Calif.--(BUSINESS WIRE)--June 27, 2007--ValueClick, Inc. (Nasdaq:VCLK), one of the world's largest integrated online marketing companies, today announced that for the second year in a row its affiliate marketing division, Commission Junction, is used by more advertisers on Internet Retailer's Top 500 Guide to Retail Web Sites than the next two affiliate marketing providers combined. In addition, Commission Junction leads in powering programs for 10 of the 14 market categories being used by advertisers to expand reach and increase online revenues. Among Internet Retailer's list of top 10 retail Web sites, Commission Junction is the affiliate marketing provider of choice for brand names such as Staples, HP, Newegg.com and SonyStyle.com.

With the increased online revenues and unbeatable ROI delivered by the performance marketing channel, it is no surprise that affiliate marketing continues to be widely adopted by the online retailing industry. As a result, Internet Retailer reports, 335 of the top 500 retailers have affiliate marketing programs that they either manage through networks like Commission Junction or in-house. Commission Junction powers more affiliate programs for the Web's top advertisers than any other network provider and is the preferred provider for the majority of the advertisers tracked by Internet Retailer in the categories of Apparel, Books/CDs/DVDs, Computers/Electronics, Hardware/Home Improvement, Housewares/Home Furnishing, Mass Merchants, Office Supplies, Specialty/Non-Apparel, Sporting Goods and Toys/Hobbies.

"Once again, Internet Retailer's survey reaffirms Commission Junction's leadership in providing the Web's largest retailers with powerful affiliate marketing programs. With the CJ Marketplace our advertisers increase their online revenue and expand their reach into new markets," said Tom Vadnais, CEO of ValueClick, Inc., and general manager of Commission Junction and Mediaplex. "As the affiliate channel grows, Commission Junction will continue to lead in the development and delivery of the best affiliate marketing solutions to support our advertisers and the publishers who promote them."

About Commission Junction

Commission Junction (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.

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.

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