



ValueClick CEO: "We're on the Move and Hiring!"

Online marketing major player seeks 10% increase in headcount across all divisions

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)-- [ValueClick, Inc.](#) (Nasdaq: VCLK) today announced plans to increase its workforce by over 10 percent as part of its global organic growth strategy. Over 100 positions in the areas of sales, business development and technology are available in primary markets such as New York, San Francisco, Chicago, Boston and Los Angeles, as well as additional positions in secondary markets across North America.

"As evidenced by our published financial results, all of ValueClick's digital marketing products are growing well. With our recent expansion of video and most recent acquisition of Greystripe mobile advertising, we are serving a much broader market," said Jim Zarley, chief executive officer of ValueClick. "It's exciting to be a part of this organization and we need additional intelligent, motivated go-getters to keep up with our momentum."

eMarketer reports that online advertising is expected to generate [\\$31 billion](#) in revenue in 2011, a 20% increase from 2010. Additionally, with the increasing popularity of smartphones and tablets, mobile advertising revenue is expected to top [\\$2 billion](#) by 2013. With its innovative technology, over 12 years of industry savvy and the acquisition of [Greystripe](#), ValueClick is in a great position to benefit from these trends.

"ValueClick has the expertise and products to offer our advertisers; now we need more resources to accommodate the demand for them," said Bill Todd, president of ValueClick's Media division. "We are dedicated to building the best sales team and customer support group in the business. I challenge anyone who is looking for the opportunity for career advancement in a fun and creative environment to apply."

ValueClick has an extensive portfolio of offerings ranging from direct response to high-end brand campaigns. Many of these offerings include new and interactive solutions such as mobile immersion ads for the iPad, pre-roll video ads and other rich media alternatives.

"We are constantly improving upon our existing cutting-edge technology and to do so requires a top-notch engineering team," said Peter Wolfert, chief technology officer of ValueClick. "We are always looking for outstanding analysts, developers, programmers and designers to maintain our current level of excellent performance and to create new ways to meet and exceed our customers' marketing objectives."

ValueClick is now hiring in 13 locations in North America with additional openings in Europe and Asia. For more information and to apply please visit [our careers page](#).

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, 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 [www.valueclick.com](#).

This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, the risk that market demand for on-line advertising in general, and performance based on-line advertising in particular, 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 February 28, 2011; 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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