



ValueClick Media Expands Retail Focus; Opens Offices in Minneapolis and Arizona

Senior Account Executives Jeff Zoss and Brenda Sitzman to Lead Latest Expansion

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)-- ValueClick Media, a division of ValueClick Inc. (Nasdaq:VCLK), is pleased to announce the opening of two new offices in Minneapolis, Minnesota and Phoenix, Arizona. The Minneapolis office will be led by Jeff Zoss, formerly of MyPoints and CoolSavings; the Phoenix office will be led by Brenda Sitzman, formerly of AZFamily.com.

"We are excited to expand ValueClick's presence into these important markets in the Midwest and Southwest," said Greg Seyller, vice president of Midwest sales for ValueClick Media. "There are top tier clients and agencies in these markets, and we are excited to have excellent teams in place in these cities to build partnerships and serve their needs."

According to eMarketer, Minneapolis' online advertising spend is expected to reach \$1 billion and \$300 million in mobile marketing by the end of 2011. The region ranked among the top 20 U.S. cities for online marketing spend in 2010. Retail giants such as Target and Best Buy are both headquartered in Minneapolis.

Jeff Zoss will be heading up the Minneapolis front. Zoss has been in the digital advertising space for 11 years, first at CoolSavings (Q Interactive) where he served as a sales director, and later at North American Membership Group, where he helped build the interactive sales group and MyPoints.

"Minneapolis is a key market for interactive media with a wealth of retail clients and a strong interactive agency presence," said Zoss. "I look forward to servicing the Minneapolis marketplace by providing innovative performance advertising solutions to this region."

Zoss' experience includes creating, coordinating, managing and selling marketing solutions for clients and agencies in a variety of industries including retail, CPG, travel, education, financial services and media.

ValueClick's expansion will also take them into the Southwest, settling in Phoenix. eMarketer predicts Phoenix will reach \$800 million in online advertising spend and will continue to be ranked among the top 20 U.S. cities for online marketing spend in 2011. Fortune 500 companies in Phoenix include US Airways, PetSmart and University of Phoenix.

The Phoenix location will be led by Brenda Sitzman, a Phoenix native. Prior to her coming on board with ValueClick this year, Sitzman served as a digital account executive with Belo Corp, servicing the Phoenix market through AZfamily.com.

"I am thrilled to be a part of ValueClick Media," said Sitzman. "Arizona is a continually growing digital market and I am so happy that ValueClick has recognized this and placed a dedicated in-market rep here in Phoenix."

For more information, please contact Jeff Zoss at Jzoss@valueclick.com or Brenda Sitzman at Bsitzman@valueclick.com, or call 612-605-6107 (Minneapolis) or 480-219-4208 (Phoenix).

About ValueClick Media

Thirteen years of experience and access to the global data resources of ValueClick, Inc. make ValueClick Media the largest and most robust audience network of its kind. Proprietary consumer behavioral data, direct relationships with 8,500 publishers and access to additional inventory via real-time bidding, advanced behavioral targeting and optimization technology, strict network quality controls and superior service make ValueClick Media the network leading marketers and agencies rely on to reach their performance objectives. For more information, visit www.valueclickmedia.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 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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