



## Commission Junction Affiliate Marketing Network Announces CJYou Award Winners

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Sep. 24, 2009-- Commission Junction, a division of ValueClick, Inc. (Nasdaq: VCLK) and the leading global provider of affiliate marketing solutions, announced the winners of its annual CJYou Awards, which were presented at the Commission Junction University (CJU), the industry's premier networking and educational event that takes place every September in Santa Barbara, California. Over 700 affiliate marketing experts joined together beneath the stars on September 16, 2009 at the Fess Parker hotel to hear the announcement of the CJYou award winners. The award winners are advertisers, publishers and agencies representing national and international brands who were chosen for their outstanding network performance metrics. For more information on the 2009 CJYou Awards and winners, go to <http://www.cj.com/cjyouawards/index.html>.

"It's always our pleasure to recognize our clients for outstanding performance and collaboration," said Kerri Pollard, General Manager of Commission Junction. "These winners help demonstrate the success that the affiliate marketing industry is having in this challenging economy and we are always happy to acknowledge their achievements."

- **2009 CJYou Award Winners for Affiliate Marketing Excellence**
- **Rookie of the Year, Advertiser: 24 Hour Fitness**
- **Rookie of the Year, Publisher: Kayak**
- **Advertiser of the Year: Intuit's TurboTax**
- **Publisher of the Year: ShopStyle**
- **People's Choice, Advertiser: GoDaddy.com**
- **People's Choice, Publisher: Vertive, Inc. Publisher of Offers.com**
- **Innovator of the Year: REI**
- **Agency of the Year: Gen3 Marketing**

"We are honored to be chosen as Commission Junction's Agency of the Year. This award celebrates Gen3 Marketing's commitment to long-lasting, profitable partnerships with great Advertisers, Publishers and Commission Junction alike," said Michael Tabasso, Principal at Gen3 Marketing, LLC. "The reason we manage so many clients' programs with CJ is that they understand what it takes for an agency to succeed. This was illustrated to us when they became the first and only network to create an Agency Services team. Commission Junction provides Gen3 with unparalleled agency and technical resources that enable us to exceed our client's growth expectations year after year."

For more information on the 2009 CJYou Awards, winners and finalists, go to <http://www.cj.com/cjyouawards/index.html>.

### About Commission Junction

Commission Junction ([www.cj.com](http://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 clients.

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 e-mail technology, and comparison shopping. ValueClick brands include Commission Junction, ValueClick Media, Mediaplex, PriceRunner and Smarter.com. For more information, visit [www.valueclick.com](http://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 online advertising in general, and performance based online advertising in particular, will decline or 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 March 2, 2009; 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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