



Overstock.com Joins the Commission Junction Affiliate Marketing Network

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Mar. 11, 2009-- Commission Junction, a division of ValueClick, Inc. (Nasdaq: VCLK) and the leading global provider of affiliate marketing solutions, today announced that Overstock.com, one of the most popular online retailers of discounted name-brand merchandise, has chosen Commission Junction as a provider of affiliate marketing solutions.

"We are looking forward to a broad, long-term relationship with Commission Junction because of their demonstrated success in growing large performance marketing programs," said Stormy Simon, Senior Vice President of Marketing and Customer Care. "Commission Junction's dedicated account management team has quickly gained our confidence in their ability to develop strategies that will fuel the growth and incremental revenue we expect from the affiliate channel."

Overstock has one of the most well-established and successful affiliate marketing programs in the online retail industry.

"Commission Junction is proud that we were chosen to help an industry leader like Overstock continue to strategically grow its affiliate marketing program," said Kerri Pollard, General Manager of Commission Junction. "We are uniquely poised to meet Overstock's need for real-time reporting, incorporating a search strategy that complements rather than competes with its affiliate channel, and the ability to offer variable publisher compensation tied to specific products."

For more information on the benefits of affiliate marketing, go to www.cj.com/affiliatemarketingbenefits.

About Overstock.com

Overstock.com, Inc. is an online retailer offering brand-name merchandise at discount prices. The company offers its customers an opportunity to shop for bargains conveniently, while offering its suppliers an alternative inventory distribution channel. Overstock.com, headquartered in Salt Lake City, is a publicly traded company listed on the NASDAQ Global Market System and can be found online at <http://www.overstock.com>. Overstock.com regularly posts information about the company and other related matters on its website under the heading "Investor Relations."

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This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements include, but are not limited to, statements regarding forecasts of a long-term relationship with Commission Junction, the results of such the use of affiliate marketing solutions, or the duration of their use, or growth that may result therefrom. Our Form 10-K/A for the year ended December 31, 2007, our subsequent quarterly reports on Form 10-Q, or any amendments thereto, and our other subsequent filings with the Securities and Exchange Commission identify important factors that could cause our actual results to differ materially from those contained in our projections, estimates or forward-looking statements.

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 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.

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.

Source: Commission Junction

ValueClick, Inc.

Media:

John Ardis, 630-922-6423

Investor Relations:

Gary J. Fuges, CFA, 818-575-4677

www.valueclick.com