



Day After Super Bowl's Super Expensive Ads Air, College Sophomore Wins PriceRunner Contest to Produce Creative Video Ad on a Shoe-String Budget

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)--Feb. 5, 2007--Call it a Super Bowl Ad sack. Flying in the face of the multi-million dollar productions aired during yesterday's championship game between the Indianapolis Colts and the Chicago Bears, today PriceRunner officially announced the winner of its contest to produce a creative-yet-low-cost advertisement for the award-winning online shopping search engine. And the winner is: a college sophomore in the San Francisco Bay Area, Uly Mostrales, who was studying to become a nurse, but now has plans to double major in Film in the near future.

The winning video entry submitted by Mostrales was titled "Leg Work" and articulates PriceRunner's value proposition of helping consumers 'shop, compare and find' the best deals available on everything from electronics to clothing and jewelry. The winning video segment can be seen by visiting www.pricerunner.com/videowinner.html.

Mostrales, a resident of Fremont, Calif., said that for the last four years he has been making videos as a hobby. "The genre of video I like to do is comedy, mostly because I really enjoy seeing people smile and laugh, and knowing that I made their day," said Mostrales. "I think when people see 'Leg Work,' they'll see the fun my friends and I had in making the video."

"We were looking for the funniest, craziest or most creative videos on the planet," dead-panned Martin Andersen, originally from Denmark, who is general manager of PriceRunner in Westlake Village, Calif. Breaking into a large smile, Anderson added, "Uly's video was really humorous!"

As the winner, Mostrales gets a free shopping spree on PriceRunner.com worth \$2,000.

About PriceRunner

PriceRunner is an internationally acclaimed comparison shopping engine that provides consumers with easy access to comprehensive buying information on a wide variety of products. PriceRunner aggregates product details, user and expert product reviews, retailer ratings, as well as the best available prices in one convenient location. PriceRunner distinguishes itself from other comparison shopping engines by including prices from both online and offline retailers, providing consumers with the broadest price comparisons, and always lists the lowest price first. PriceRunner's goal is to provide consumers with the ability to make an informed and confident buying decision. PriceRunner is a ValueClick, Inc. company.

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 email technology, and comparison shopping. ValueClick brands include Commission Junction, ValueClick Media, Mediaplex and PriceRunner. 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 Fastclick and Webclients acquisitions, 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, but not limited to: its Annual Report on Form 10-K filed on March 31, 2006 and an 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. 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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