



## PriceRunner Survey: 'Lowest Price Guarantee' Seals the Deal for Consumers When Making a Purchase

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)--July 19, 2007--Many retailers offer 'lowest price guarantee' incentives to consumers - 'buy it now and if you find it at a lower price elsewhere we'll refund the difference' and it appears to be an effective inducement for the majority of consumers to make a purchase. 89% of shoppers, in a survey commissioned by PriceRunner.com, have heard of 'lowest price guarantees', and 65% of shoppers have made a purchase from a particular store or website at least partly because of this type of guarantee.

And consumers who have made a purchase based on a "lowest price guarantee" do actively look for that lower price after they buy - nearly 60% said they have looked for a price on the same product somewhere else and 47% said they did actually find a lower price.

However, in contrast only 26% said they tried to get money back after finding a lower price, while 38% said they had successfully received money back.

"These results indicate just how proactive consumers can be when it comes to researching and comparing prices on products. They will shop around for the best deal," said Martin Andersen, General Manager of PriceRunner US.

Amplitude Research® conducted this study on behalf of PriceRunner.com over a 4-day period from April 6th to April 9th, 2007 among a nationwide web panel. There were 1,000 survey respondents, resulting in a +/- 3.1% maximum sampling margin of error at the 95% confidence level.

Visit <http://www.pricerunner.com/lowestpriceguaranteesurvey.html> for survey results.

About PriceRunner.com

PriceRunner.com 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 providing consumers with the broadest price comparisons and always listing the lowest price first. PriceRunner's goal is to provide consumers with the ability to make an informed and confident buying decision. PriceRunner.com 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](http://www.valueclick.com).

This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, 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; recent quarterly reports on Form 10-Q and Form 10-Q/A; 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.

CONTACT:

ValueClick, Inc.  
John Ardis, 630-922-6423 (Media)  
Gary Fuges, CFA, 818-575-4677 (Investor Relations)

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