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818.575.4677www.valueclick.com**For Immediate Release****VALUECLICK DEBUTS WITH #1 REACH IN CANADA**

WESTLAKE VILLAGE, Calif. – March 8, 2007 – In its first month of being reported on, ValueClick (Nasdaq: VCLK) has been recognized as having the largest reach of any online advertising network in Canada, according to comScore Media Metrix January 2007 data. According to comScore's monthly Advertising Networks report, ValueClick reaches 18.4 million unique users per month in Canada, or 81.2 percent of the Canadian Internet audience.

"Canada has always been an important market for ValueClick," said David A. Yovanno, general manager, ValueClick Media. "Our strong relationships with Canadian marketers demonstrate the value of having a network partner with the reach, technology and expertise to deliver maximum performance against their online advertising objectives across North America."

North American marketers can accomplish this through ValueClick, as the broad Canadian coverage closely mirrors ValueClick's reach in the U.S. market, where nearly 74 percent of the Internet audience engages with the properties in ValueClick's network.

Further analysis of the Canadian comScore Advertising Networks data shows that ValueClick reaches 77.6 percent of all users over 18 years of age, and 81.4 percent of the coveted 18-34 male demographic. The data also confirms that ValueClick reaches a well-educated, affluent audience, including 80.9 percent of Internet users with a household income above CAD \$100,000 and 81.5 percent of users with a graduate degree.

ValueClick has a team of sales executives dedicated to developing its relationships in Canada and helping advertisers understand how to leverage its extensive reach and campaign optimization technology across its display, video, lead generation and behavioral targeting solutions offered by the ValueClick Media division, as well as ad serving, affiliate marketing and comparison shopping services in its other divisions.

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 and video advertising, lead generation, ad serving and e-mail 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, 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.

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