

For Immediate Release

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**VALUECLICK MEDIA LAUNCHES
BEHAVIORAL TARGETING SOLUTION**

User Retargeting Is Now Available As First Product

WESTLAKE VILLAGE, Calif. – April 24, 2006 – ValueClick, Inc. (Nasdaq: VCLK), one of the world’s largest integrated online marketing companies, today announced that its ValueClick Media division has unveiled the first component of its behavioral targeting product set, announcing the availability of User Retargeting across its extensive network of display advertising inventory.

Behavioral targeting represents part of a larger shift toward communicating with online consumers in a highly individualized manner. It utilizes data based on actual behavior and anticipated results which complements traditional planning methods based on selecting content sites that general demographic groups are likely to visit.

ValueClick Media’s User Retargeting allows advertisers to more effectively reach qualified consumers online based on their prior interest in the advertiser’s product or service. Users are first recognized, using non-invasive technology and without collecting personal information, as having visited an advertiser’s site and then “retargeted” with highly customized ads when they are recognized on any of the more than 13,500 sites within the ValueClick Media network.

“Our new behavioral targeting solutions provide advertisers with increased campaign performance and incredible scale that can only be achieved on a network the size of ValueClick Media,” said John Ellis, vice president of product management. “We are encouraged by the early results of our User Retargeting campaigns and plan to introduce a suite of behavioral targeting capabilities to further assist advertisers in reaching online consumers.”

Initial ValueClick Media client feedback indicates user retargeted campaigns result in significantly higher performance as compared to run of network campaigns. For example,

preliminary campaigns have resulted in up to a 26 percent improvement in the average cost per-visitor, a 59 percent improvement in the average cost-per-sale, and an overall conversion rate increase of 1,800 percent. In addition, these user retargeted campaigns generated a 223 percent increase in the average order value.

These results are supported by Forrester Research's survey of marketers using behavioral targeting who cited the top three benefits as "generate more click-throughs, increase conversions, and improve ROI."

Publishers on the ValueClick Media network also benefit from user retargeted campaigns by earning higher effective CPM rates because of the program's ability to command significantly higher rates than run-of-network CPM and CPC campaigns.

The extensive reach of the ValueClick Media network gives its behavioral targeting offerings a distinct advantage over other behavioral targeting solutions. ValueClick Media reaches over 68 percent of U.S. Internet users each month, according to comScore Media Metrix. This offers advertisers one of the largest groups of available consumers to retarget to, increasing the scale of advertisers' results.

ValueClick Media will have additional information on its User Retargeting product displayed at the ad:tech San Francisco conference (booth #6043), April 26-27, at Moscone Center in San Francisco.

About ValueClick Media

ValueClick Media is one of the largest and most effective online advertising networks, reaching over two-thirds of U.S. Internet users across more than 13,500 quality sites. Offering innovative solutions to advertisers through its advanced display and lead generation platforms, ValueClick Media leverages its expertise, scale, extensive targeting capabilities and market-leading optimization technology to accomplish both direct response and brand marketing objectives. For publishers, ValueClick Media offers comprehensive solutions to earn the highest revenue for their available advertising inventory. Underlying all of ValueClick Media's solutions is an experienced, responsive customer support team dedicated to helping advertisers and publishers achieve online advertising success. For more information, please visit www.valueclickmedia.com.

About ValueClick, Inc.

ValueClick, Inc. (Nasdaq: VCLK) is one of the world's largest integrated online marketing companies, offering comprehensive and scalable solutions to deliver cost-effective customer acquisition for advertisers and significant revenue for publishers. Through its individual brands, ValueClick's performance-based solutions allow advertisers and publishers to reach their potential through all online marketing channels, including display advertising, affiliate marketing, lead generation, search, e-mail, and comparison shopping. ValueClick brands include Commission Junction, HiSpeed Media, Mediaplex, PriceRunner, ValueClick Media, and Webclients. 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 recently completed Fastclick and Webclients mergers, 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 its Annual Report on Form 10-K filed on March 31, 2006, its current report on Form 8-K filed on February 27, 2006, recent quarterly reports on Form 10-Q, other current reports on Form 8-K, its amended registration statement on Form S-4, filed on September 27, 2005, and its final prospectus on Form 424B3 filed on September 28, 2005. 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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