

For Immediate Release

VALUECLICK BEHAVIORAL TARGETING GIVES ONLINE RETAILERS A UNIQUE WAY TO RING IN MORE HOLIDAY SALES

ValueClick Media and Commission Junction Partner for 2007 Holiday User Re-targeting Promotion

WESTLAKE VILLAGE, Calif. – September 6, 2007 – ValueClick, Inc. (Nasdaq:VCLK) today launched a behavioral targeting program to help retailers increase online sales from campaigns run on the ValueClick Media display advertising network during the upcoming holiday shopping season.

Both ValueClick Media and Commission Junction are making the “Ring in More Holiday Sales” user re-targeting promotion available to their advertiser clients. Advertisers who place a holiday user re-targeting campaign by October 15 are eligible to receive one million run-of-network bonus impressions.

“User re-targeting is the single most effective form of behavioral targeting because it presents your message to individuals who have already expressed interest in your brand,” said David A. Yovanno, general manager of ValueClick Media. “Our extensive network reach and experience serving online retailers provide a unique advantage for any advertiser focused on sales performance, especially during the competitive holiday shopping season.”

User re-targeting allows advertisers to reserve inventory targeted exclusively to consumers who have visited their sites or interacted with their online ad creative. Advertisers simply place ValueClick Media pixel tags on the pages where they want to identify visitor behavior. When those users are identified again on any of the 13,500 sites in the ValueClick Media network, they are served highly customized ads increasing the likelihood of response and conversion.

Campaigns for Commission Junction clients can be optimized across the ValueClick Media network using existing Commission Junction conversion tracking pixels, eliminating the need for additional tracking tags to be placed. Affiliate marketing clients should contact their Commission Junction program manager for more details.

ValueClick Media is one of the few online advertising media properties capable of delivering a behavioral targeting solution on such a massive scale. According to comScore Media Metrix, ValueClick reaches 131 million unique users per month, or 73 percent of the U.S. Internet audience.

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, PriceRunner and Smarter.com. 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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