

**For Immediate Release**

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**MEDIAPLEX LAUNCHES TWO MAJOR INITIATIVES  
IN SUPPORT OF THE ADVERTISING INDUSTRY'S  
EBUSINESS EFFORTS**

*First To Provide Automated Integration to Ad-IDs and Enable Seamless Electronic  
Processing of Local Broadcast Makegood Offers*

ORLANDO, Fla. – AAAA Media Conference – March 1, 2006 – ValueClick, Inc.'s (Nasdaq: VCLK) Mediaplex division today announced its support for the advertising industry's eBusiness efforts: automated integration to Advertising Digital Identifications (Ad-IDs™) and seamless electronic processing of local broadcast makegood offers. Now, media buyers and media sellers can capitalize on emerging technologies to improve order accuracy, increase productivity and expand accountability reporting.

Mediaplex was the very first system provider to become Ad-ID compliant and now becomes the first to offer a solution with automated integration to the Ad-ID system. Ad-IDs are unique universal codes that link key information about an ad to its code -- very similar to the UPC codes used for every item in a supermarket. This coding system was developed by the American Association of Advertising Agencies (AAAA) and the Association of National Advertisers, Inc. (ANA).

"It is certainly compelling to witness Ad-ID being embraced by market leaders, such as Mediaplex, to enable agencies and advertisers to reap the full benefit of this groundbreaking eBusiness technology. Solutions like this will assist with the mass adoption of this industry standard," said Mike Donahue, AAAA executive vice president.

Mediaplex, a long-time supporter of the Television Bureau of Advertising's (TvB) eBusiness initiatives, is enabling the goal of two-way communication between buyer and seller with the introduction of eMakegood.com. eMakegood marks the first time makegood offers from both national sales representatives and local station personnel can be sent to media buyers electronically, with automated update of buyer worksheets upon acceptance.

Developed through extensive input from both station sales representatives and agency buyers, eMakegood represents a significant advancement in enabling the industry to realize lower error and discrepancy rates via web based automation. eMakegood is available for use by all local broadcast and cable television, as well as radio sales representatives, at no cost or need for additional software of any kind.

“Technology like Mediaplex’s eMakegood will have a large and immediate impact on discrepancy resolution,” stated Cindy Edwards-Markoski, media finance manager for Fogarty Klein Monroe.

Developed as an extension of Mediaplex’s Order Valet, a platform for transmitting orders to media vendors electronically, eMakegoods provides seamless integration to its AdVault Broadcast solution. Unique and time-saving features, include:

- Automatic population of Client, Product, Estimate (CPE) codes – eliminating the need for sales rep to input manually
- Comprehensive and detailed audit trail to support every transaction – providing full accountability
- Automated update of buyer’s worksheet upon buyer acceptance or station confirmation – ensuring accuracy and eliminating manual input

“As active participants in AAAA, ANA and TvB eBusiness efforts, we are excited by the opportunity to offer the industry new solutions to enable two-way electronic transactions,” said Tom Vadnais, senior vice president and general manager of the Mediaplex and Commission Junction divisions of ValueClick. “Our vision is to extend eMakegoods to all industry providers via accepted and open XML standards and to reduce barriers to the adoption of the Ad-ID standard.”

Information about Mediaplex, Ad-ID integration, and eMakegoods, is available during the AAAA Media Conference (booth# 419), March 1-3, 2006, at the Royal Pacific Hotel in Orlando. Additional information about the conference can be found at [www.aaa.org](http://www.aaa.org).

#### **About ValueClick**

ValueClick, Inc. (Nasdaq:VCLK) is one of the world's largest integrated online marketing companies. Through its individual brands, ValueClick offers comprehensive and scalable solutions that deliver cost-effective customer acquisition for advertisers and revenue for publishers. ValueClick provides advertisers and publishers with performance-based solutions through all online marketing channels. Brand offerings include:

-- ValueClick Media and Fastclick -- Brand and Direct Online Advertising Networks

-- Commission Junction -- Affiliate and Search Marketing

-- HiSpeed Media -- Online Direct Response Lead Generation

-- Webclients.net -- Innovative Technology and Offers for Lead Generation

-- PriceRunner -- Comprehensive Comparison Shopping Site

-- Mediaplex -- Intelligent Technology for Digital Marketing

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, ValueClick's ability to successfully integrate its recently completed Fastclick merger, 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, 2005, recent quarterly reports on Form 10-Q, 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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