

ValueClick Media and criteria communications inc. form partnership to create global media opportunity

HONG KONG, TOKYO, EUROPE – July 24th, 2009 – ValueClick Media, one of the world's largest performance display networks and criteria communications inc. (“criteria”), a Japanese technology and ad network company (subsidiary of cyber communications inc.), today announced their agreement on cross-selling and cross-buying.

ValueClick-owned ad network ValueClick Media, offers advertisers more than 15,000 publishers delivering traffic from over 195 countries to 267 million unique users. ADJUST, the ad network operated by criteria, is the largest ad network for blue-chip media corporate sites in Japan. Based on the partnership, advertisers will be able to achieve greater global reach and to increase performance using various targeting methods.

“criteria has acquired the most advanced technology and knowledge in ad network in all of Japan. This new agreement shall provide our clients with additional opportunities; for advertisers to expose their ads globally and effectively, and for media providers to maximize their revenue with new quality advertisers,” said Hideyuki Nagasawa President and CEO of criteria. “I am confident that this new agreement shall provide both of the companies with high competitiveness.”

Carl White, CEO, ValueClick International, said, “In partnering with criteria, advertisers and agencies will be able to communicate to an even wider global audience. For ValueClick this is an exciting development in our expansion of services into the Asia Pacific region”

About criteria communications inc.

criteria was established in 2004 as a subsidiary of cci. Utilizing its high experience and technology, the company has been operating the largest ad network for quality sites in Japan for more than 10 years with its ad serving engine “ADJUST” developed in house. The company also provides various services and technologies related with internet advertising such as ad market place and ad creative service.

For more information, please visit <http://www.criteria-com.jp/> (Only Japanese available).

About ValueClick

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. UK brand offerings include:

- ValueClick Media – global online advertising network and ad sales for advertisers and publisher
- Commission Junction – world’s largest affiliate marketing network
- PriceRunner – the most comprehensive and impartial price comparison service
- Mediaplex - intelligent technology for digital marketing, including ad serving, email marketing, tracking and paid search bid management.
- For more information, please visit <http://www.valueclick.com>

This release contains forward-looking statements that involve risks and uncertainties, including, but not limited to, the risk that market demand for online advertising in general, and performance based online advertising in particular, will decline or will not grow as rapidly as predicted, and the risk that legislation and governmental regulation could negatively impact the Company’s performance. 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 2, 2009; recent quarterly reports on Form 10-Q; 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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