



My Fellow Shareholders:

2008 was a year of unprecedented macroeconomic uncertainty that impacted virtually every industry. Internet-based advertising and e-commerce were not as adversely affected as their offline counterparts, but the recessionary forces made 2008 a difficult year.

In spite of the challenging economy, ValueClick had a successful year in a number of key areas. The Company enhanced the technology platforms and leadership positions of its core businesses, divested two non-core businesses to improve operating efficiencies, and managed expenses throughout the year to maintain strong margins. I would like to provide you with some details on each of these categories.

The Company's 2008 technology and market leadership milestones included:

- The ValueClick engineering team launched a proprietary database platform to aggregate the massive amounts of anonymous consumer data that flows through the Company's multiple online marketing technologies. We believe this common platform is a significant competitive differentiator which will allow ValueClick to improve campaign targeting across its businesses for the benefit of our advertisers and publishers.
- The first application of the common data platform occurred this year through ValueClick Media's launch of its Precision BT suite. Precision BT is a behavioral targeting (BT) solution that leverages the proprietary ValueClick common database platform and applies an innovative ad targeting technology to create the most robust and scalable BT solution available to marketers.
- Commission Junction (CJ) extended its leadership position as the affiliate marketing vendor of choice for the largest U.S. e-commerce websites.
- In October, ValueClick began integrating its Smarter.com U.S. and PriceRunner.com European comparison shopping websites onto one technology platform, which will generate meaningful cost savings in 2009 and beyond for our Comparison Shopping segment.

Regarding divestitures, ValueClick announced the sale of two non-core assets: the AdVault advertising agency management software and the inkjet e-commerce businesses. These divestitures increase ValueClick's ability to focus more resources on its core online marketing services and technology businesses.

In 2008, ValueClick was effective in managing its operating expenses. While the scale of the macroeconomic slowdown was not well understood by most until September, the Company's management team acted well before then to manage costs in the face of slowing growth in the second half of the year. This proactive expense management helped the Company maintain strong margins and generate over \$130 million in cash from operating activities in 2008.

As a result of this strong cash flow generation, the Company ended the year with over \$150 million in cash and marketable securities and no long term debt. ValueClick put its balance sheet to work for shareholders over the year, investing over \$150 million to repurchase over twelve million shares of the Company's common stock.

In November, ValueClick secured a \$100 million line of credit through a bank syndicate led by Wells Fargo. This line of credit is a testament to the Company's financial strength, particularly in today's tight credit markets, and gives it the ability to act on potential acquisitions with greater agility, if the opportunities arrive.

The hard work of ValueClick's employees strengthened the Company throughout a challenging 2008, and I salute them for their dedication on your behalf. I believe ValueClick's achievements this past year will enable the company to generate long-term value for its shareholders.

On behalf of my fellow ValueClick employees, thank you for your continued support.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom A. Vadnais". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Tom A. Vadnais
Chief Executive Officer