



United States

Advertisers

Publishers

News & Events

CJU

About Us

SITE SEARCH



NEWS & EVENTS > PRESS RELEASES

Commission Junction Honors Performance Marketing Excellence with 2005 Horizon Awards

Exceptional People, Greatness, Innovation and Global Vision Recognized at Annual CJU Conference

SANTA BARBARA, Calif. – October 3, 2005 – ValueClick, Inc.'s (Nasdaq: VCLK) Commission Junction, a provider of advanced online performance marketing solutions, announced the 2005 Horizon Award winners at Commission Junction University, its 7th annual client conference for performance marketing strategy and success. Selected from Commission Junction's leading global advertiser and publisher network, this year's Horizon Award winners were recognized for excellence in four categories: People, Greatness, Innovation and Global Vision. Representing the most innovative and effective advertisers and publishers in the industry, awards were presented to RealNetworks®, Ravenwood Marketing, LowerMyBills.com, CouponCabin, Jeremy Palmer and eBay.

"Each year the Horizon Awards honor the individuals and companies that drive innovation across the CJ Marketplace and the dynamic affiliate marketing space," said Tom Vadnais, senior vice president, Commission Junction and Mediaplex. "This year's addition of the Global Vision category reinforces the commitment that Commission Junction shares with its clients to continuously pursue new revenue opportunities for performance-based online advertising."

Horizon Award—People: The award for People is presented to an advertiser and publisher who have shown an enthusiastic commitment to performance marketing, are market leaders, and are dedicated to building a strong community among online marketers.

Advertiser: RealNetworks

RealNetworks' dedication to supporting its publishers over the past year has made the company's program a leader across the entire CJ Marketplace. The digital audio and video company keeps publishers armed with the information needed to succeed and cultivate strategic relationships with top performers, supplying more than 1.5 million keywords, a specialized publisher-friendly linking tool, and complete data feed information for the more than 70,000 artists, 100,000 albums and 1.3 million songs available through its award-winning Rhapsody® digital music service.

Publisher: CouponCabin

Since joining the CJ Marketplace in the summer of 2003, CouponCabin has consistently grown sales, increased its user base and enhanced its site with new features. Now heavily sought-after by advertisers, CouponCabin has created a successful site that receives thousands of unique visitors daily with many opted-in recipients of its weekly newsletter. This ambitious publisher continues to pursue off-line promotions and public relations opportunities that promote CouponCabin among the online deal-seeking community, making CouponCabin an emerging leader with a loyal and expanding traffic base.

Horizon Award—Greatness: The award for Greatness is presented to an advertiser and publisher who have demonstrated exceptional performance over the previous year.

Advertiser: LowerMyBills.com

Through the past year LowerMyBills.com has pursued a single vision: marketing greatness. This personal finance company launched its affiliate program with the goal of being a leader in the lending category. Through hard work, dedication to the program, and an innovative approach to strategy, LowerMyBills.com has emerged with one of the fastest growing programs at Commission Junction. From Q2 2004 to Q2 2005, LowerMyBills.com has increased its total lead volume by more than 1,200 percent and publisher commissions by more than 1,600 percent.

Publisher: Ravenwood Marketing

A CJ Performer™, Ravenwood continually ranks as a top producer in the CJ Marketplace and has demonstrated consistent year-over-year growth in commissions and leads in highly competitive programs. Committing resources to reach beyond US borders, Ravenwood is today active in more than half a dozen countries, both in established international programs and new, untested global markets. With an eye for new opportunities, Ravenwood consistently leverages new publisher tools from Commission Junction to remain at the forefront of the affiliate marketing channel.

Horizon Award—Innovation: The award for Innovation is presented to a client in appreciation of its support to Commission Junction and to ongoing performance marketing educational outreach. This award represents the company's commitment to the people in the industry.

Publisher: Jeremy Palmer

Jeremy Palmer is recognized throughout the online marketing industry for his consistently outstanding performance, innovative application of new technologies, and unwavering commitment to the pay-for-performance space. Launching in the holiday season of 2003, Jeremy has become one of the most productive, compliant, and responsive publishers in the Commission Junction network earning him CJ Performer status. An invaluable source of original feedback and insight, Jeremy endeavors not only to succeed in his own program, but also to drive superior strategy and results for both advertisers and his publisher peers.

Horizon Award—Global Vision: Making its debut at CJU 2005, the award for global vision is presented to one client whose action, strategy and initiatives best reflect a commitment to realizing the global potential of affiliate marketing.

Advertiser: eBay

One of the most well-established and lucrative programs in the affiliate industry, eBay continues to demonstrate its dedication to the pay-for-performance model. Not willing to rest on past successes, today eBay remains at the forefront of affiliate marketing by working closely with Commission Junction and its publishers to develop new international market opportunities. Seeking collaboration and discussion from the Commission Junction publisher community, eBay has invited publisher feedback on new tools and initiatives as well as direct participation in its international expansion. Currently integrating business units globally with shared tracking, strategy, compliance and development to provide seamless integration, eBay's dedication to true strategic partnership throughout its international expansion makes the advertiser a leader in global vision.

About ValueClick

ValueClick, Inc. (Nasdaq: VCLK) is the single-source provider of media, technology and related services that enable advertisers, agencies and publishers to reach consumers in all major online marketing channels, through three business units:

- ValueClick Media (media.valueclick.com) provides brand advertising and direct marketing solutions for advertisers, agencies and publishers. Through its ValueClick Brand, ValueClick Direct, ValueClick Search and Webclients groups, ValueClick Media offers marketers a wide range of distribution methods, including Web-based advertising, co-registration, pay-per-click search, and a variety of email marketing options. ValueClick Media also includes Pricerunner.com (www.pricerunner.com), a leading global provider of online comparison-shopping services.
- Commission Junction (www.cj.com) provides advanced performance marketing solutions that help marketers increase online leads and sales. By facilitating strategic

relationships between advertisers and publishers, Commission Junction leverages its proven expertise in affiliate marketing and search marketing to drive measurable results for its clients.

- Mediaplex (www.mediaplex.com) provides technology and services that help advertisers, agencies and publishers manage their online advertising and permission-based email campaigns. Additionally, Mediaplex provides the AdVault suite of software and services that help advertising agencies and other companies operate their businesses more efficiently, through effective agency management, media management, and content management solutions.

For more information, please visit www.valueclick.com.

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