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DOUBLECLICK PERFORMICS NAMED TOP SEARCH ENGINE MARKETING VENDOR IN THE *INTERNET RETAILER TOP 500 GUIDE*

CHICAGO – August 09, 2007 – [DoubleClick Performics \(www.performics.com\)](http://www.performics.com), the performance marketing division of DoubleClick Inc., was featured in the August issue of *Internet Retailer* magazine after being named the top search engine marketing vendor in the *Internet Retailer Top 500 Guide*.

Internet Retailer publishes its *Top 500 Guide* annually. The resource for online marketers features strategies for multi-channel retailing and includes profiles and statistics of America's 500 largest retail Web sites ranked by annual sales. In addition to ranking to retail Web sites and many associated success metrics, the guide also includes information on top vendors across 16 solutions areas. In the Search Engine Marketing category, DoubleClick Performics was named as the top vendor.

"Topping the list of search engine marketing vendors in *Internet Retailer's* top 500 guide reinforces the accomplishments the DoubleClick Performics team has worked so hard to attain while growing into one of the most versatile and capable search engine marketing providers in existence today," said Stuart Larkins, vice president of search. "One of the most respected industry publications has documented not only our success in search but also the success of the many DoubleClick Performics clients included in the top 500 ranking of retail sites. Many of the top brands in multi-channel retail have trusted us to manage their search programs, and we're honored that *Internet Retailer* has chosen to acknowledge this."

Overall, more than 80 marketers on the *Internet Retailer Top 500 Guide* entrust the management of their Search Engine Marketing and Affiliate Marketing programs to DoubleClick Performics. DoubleClick Performics manages more *Top 500* search engine marketing programs than any other vendor.

About the Internet Retailer 500

Internet Retailer's definitive ranking and analysis of America's 500 largest e-retailers is based on annual 2006 Internet sales, researched by Internet Retailer and confirmed by retailers. This report includes company financial, operational and performance data, as well as vendors in 16 key categories.

About Internet Retailer

Published by Chicago-based Vertical Web Media LLC, *Internet Retailer* is a monthly national business magazine, web site, conference and directory that serve the retailing community. The Internet Retailer family of products focuses on the Internet's vital role in a wide array of retailing activities, including web merchandising, supply chain management and multi-channel integration. Its 42,000+ subscribers are senior executives primarily from retail chains, independent stores, catalogs, virtual merchants and brand-name manufacturers. *Internet Retailer's* circulation represents the largest multi-channel readership base of any retailing magazine. The magazine also publishes the most widely read e-mail newsletter in retailing, IRNewsLink, which is distributed four times a week to 37,000 opt-in subscribers, operates the largest retailing information web site, InternetRetailer.com, sponsors the largest conference in the e-retailing industry and publishes the annual ranking of the 500 largest web sites.



About DoubleClick Performics

Since 1998, [DoubleClick Performics](#) has delivered consumers to our affiliate and search engine marketing clients. Our structure provides high-level strategic planning and integrated services resulting in a deep knowledge of consumer behavior. As committed industry leaders, our innovative approach to digital performance marketing enables us to anticipate and shape the future while ensuring our clients' marketing investments are efficient and effective.

Our world-class solutions stem from superior technology with a layer of intelligence and experience that cannot be replicated elsewhere. DoubleClick Performics is *thinking forward*.

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