



For Immediate Release

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DoubleClick Acquires Klipmart to Accelerate Industry Innovation in Digital Video and Emerging Ad Formats

Combination of DoubleClick and Klipmart Creates a Comprehensive Rich Media Suite and Unrivalled Service Model

New York, NY June 28, 2006 – DoubleClick Inc., the premier provider of digital advertising technology and services, today announced that it has acquired Klipmart, the nation's largest provider of online video advertising and management solutions for Web publishers, agencies and marketers. The acquisition puts DoubleClick at the forefront of the rapidly emerging online video market and will accelerate industry innovation in digital video and emerging advertising formats.

Klipmart brings to DoubleClick a strong record of creative innovation, video service and relationships with the community of creative agencies. The combination of those assets with DoubleClick's industry-leading ad management and workflow platform for digital media creates a comprehensive rich media solution suite for video and non-video enhanced ad units. Klipmart products and technologies will remain available to all clients on both DART and non-DART platforms.

The acquisition highlights DoubleClick's commitment to providing a digital media platform integrating the management and measurement of all rich media, display and search channels. Media agencies will benefit from a combined source of technology, service and reporting through the combination of Klipmart's video and DoubleClick's DART Motif and DART ad management technologies. Creative agencies will continue to benefit from the video advertising innovation and campaign flexibility from Klipmart's full-serve customer service and quality assurance, backed by DoubleClick's operational reliability, global reach, scalability and technology infrastructure.

Klipmart CEO Chris Young becomes Executive Vice President of Rich Media for DoubleClick and will report to DoubleClick CEO, David Rosenblatt. Young, who co-founded Klipmart in 2000 with Tristan Amzallag and Maria Klink, has successfully built it into a leading video advertising specialist. Amzallag and Klink also join DoubleClick's product management and service teams.

DoubleClick is committed to investing in and continuing to grow its rich media team, which now accounts for more than 100 people globally. In addition, DoubleClick will launch an Innovation Lab that will lead the industry in the development of new creative video concepts to multiple digital platforms.

DART Motif customers are expected to benefit from Klipmart's highly-regarded service team of video specialists along with innovative video ad formats such as the Full Screen Experience and The Big Picture, as well as the industry's only in-stream solution for agencies. The service team is focused on the accurate and timely production of highly complex and innovative campaigns. In the last year, Klipmart has successfully executed over 1,000 video campaigns on behalf of blue chip marketers, media and creative agencies.

"Klipmart has a superb reputation of creative video innovation and service," said David Rosenblatt, CEO of DoubleClick. "Combining these strengths with DoubleClick's industry leadership, insight and global ad management platform will truly accelerate industry innovation in digital video and emerging advertising formats."

Klipmart has focused on popularizing online video and its product suite is widely accepted by the web's premier publishers and interactive agencies, many of whom are also customers of DoubleClick. Leveraging DoubleClick's global market place presence, technological resources and R&D investments, the Klipmart innovation team will be well positioned to deliver video advertising across all electronic consumer platforms.

"Its global market place presence, technological resources and R&D investments, make DoubleClick the industry standard in digital marketing. The DoubleClick team demonstrated a remarkable commitment to accelerate industry innovation and to create a combined platform to deliver video advertising across all electronic consumer platforms," said Chris Young, CEO of Klipmart. "Joining forces with DoubleClick gives us the opportunity to integrate the management and measurement of all rich media, display and search channels, providing customers with a combined source of digital marketing technology, service and reporting."

Klipmart was represented by The Jordan, Edmiston Group, Inc. (JEGI), a New York City based investment bank that specializes in the media and information industries. Financial terms of the transaction were not disclosed.

About DoubleClick

DoubleClick (www.doubleclick.com) provides technology and services that empower marketers, agencies and Web publishers to work together successfully and profit from their digital marketing investments. The company's focus on innovation, reliability and insight enables clients to improve productivity and results.

Since 1996, DoubleClick has empowered the original thinkers and leaders in the digital advertising industry to deliver on the promise of the rich possibilities of our medium. Today, the company's DART and Performics divisions power the online advertising marketplace. Tomorrow, it will continue to enable clients to profit from opportunities across all digital advertising channels as consumers worldwide embrace them.

DoubleClick has global headquarters in New York City and maintains 21 offices around the world to serve its more than 1500 clients.

About The Jordan, Edmiston Group, Inc.

Founded in 1987, JEGI (www.jegi.com) of New York, NY is recognized as a leading provider of investment banking services on middle-market transactions in the media and information industries. JEGI's client base comprises a wide array of media and information companies, including global US and international diversified conglomerates and entrepreneurial businesses. JEGI also maintains extensive relationships with private equity funds and lending institutions that invest in the media and information industries.

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