



Press Release

WebMetrics Invests in Click Abuse Deterrent Company

December 14th 2004

Web Metrics today announced that it had acquired a significant stake in ClickDetective Ltd. The investment is accompanied by working capital to enable the company to launch its ClickDetective online service worldwide.

Commenting on the investment, David Hudson, managing director at Web Metrics said "We believe that we have identified an exciting company with a product, ClickDetective, that provides a unique solution to the problem of pay-per-click abuse. The company however lacked the funds to fully exploit its potential. We believe that our investment will propel the company into the mainstream."

ClickDetective is an online subscription service that monitors a website's landing pages. It provides information about the visitors to these pages and alerts the site manager if repeat visits are identified. If the landing page is used in conjunction with a pay-per-click campaign, repeat visitors can be asked to save the page as a favourite and then warned that their actions are being monitored if they subsequently return via the online advert. In this way pay-per-click advertisers can avoid the high costs of visitors who repeatedly and often maliciously click on pay-per-click adverts. The service is available at www.clickdetective.com.

Further information for editors:

ClickDetective Ltd was founded in early 2004 and launched its ClickDetective online click abuse deterrent service in the autumn of 2004. More information is available at www.clickdetective.com.

Web Metrics Ltd was formed in 1986 and is based in the Thames Valley. The Company offers a range of web testing, analysis and acceleration services and clients include Allianz Cornhill, CIS, Confetti, and Research Machines.

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