

2008-07-24



New Nomination Committee in TradeDoubler AB (publ)

The Annual General Meeting on May 6, 2008 adopted principles for appointing a new Nomination Committee.

The Committee shall be composed of representatives from the three largest shareholders (by number of votes) wishing to appoint a representative as well as the chairman of the Board of Directors. The basis for appointment is the shareholder statistics available on June 30, 2008 including other shareholder information available to the company at this time.

A new Nomination Committee has been appointed and consists of **Ramsay Brufér** (chairman), representing Alecta, **Annika Andersson**, representing the Fourth Swedish National Pension Fund, **Anders Ljungqvist**, representing AMF, and Kjell Duveblad, chairman of the Board of Directors.

For further information, please contact:

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About TradeDoubler

Following the launch of TD Technology in Japan, TradeDoubler has extended its reach into the Asia Pacific region and now enjoys a global presence. Traditionally a pan-European digital marketing company offering a range of performance-based marketing solutions, TradeDoubler's products and services provide companies with the tools and expertise to drive results online whether they are looking to generate sales or drive brand awareness. Headquartered in Sweden, the company boasts a unique European reach with local offices in 18 countries across Europe. With a breadth of expertise across multiple industry sectors and a network of more than 120,000 website publishers TradeDoubler helps deliver online results for over 1,600 advertisers across Europe including a mix of local and international companies such as Apple Store, Dell, Telia Sonera, eBay and Kelkoo. Please visit www.tradedoubler.com for further information.