



PRESS RELEASE

Stockholm, September 5, 2008

TradeDoubler has today acquired 52,000 of its own shares and thereby acquired totally 65,000 shares in order to secure the company's performance-based incentive program

As communicated before, the 2008 TradeDoubler Annual General Meeting, approved the proposal to authorize the company's Board of Directors to decide on the purchase of the company's own shares for the purpose of hedging its commitments in connection with the 2008 incentive program for employees.

The Board of Director decided on July 24, 2008 to exercise the authorization and to acquire a maximum of 65,000 shares. During present week, TradeDoubler acquired, in total 65,000 of its own shares. Today, TradeDoubler acquired 52,000 of its own shares at a price of SEK 57.75 and on 2 September 2008, TradeDoubler acquired 13,000 of its own shares at a price of SEK 58 per share.

The authorization from the 2008 Annual General Meeting has hereby been utilized in full.

TradeDoubler currently holds 130,000 of its own shares.

TRADEDOUBLER AB (PUBL)

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Om TradeDoubler

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 19 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 1,700 advertisers across Europe including a mix of local and international companies such as Apple Store, Dell, TeliaSonera, eBay and Kelkoo.

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