



PRESS RELEASE

Stockholm, November 11, 2008

TradeDoubler and Dell extend cooperation to 2011

TradeDoubler and Dell have signed an agreement to extend their strategic cooperation that today includes 13 European countries by an additional three years. The deal means that TradeDoubler will continue to support Dell's affiliate marketing, digital campaigns and tracking of pay-per-call solutions, covering both consumer and B2B marketing.

As early as 2002, the companies initiated their first collaboration and over the years, a close and strategic cooperation has evolved. Several significant markets such as Great Britain, Germany, France, Spain, Italy and the Nordic markets are now included in the current assignment. Today, TradeDoubler's customer support team comprises 25 professionals who support Dell in driving traffic to websites as well as in introducing new products on existing markets and promoting Dell products on new markets.

Dell is one of TradeDoubler's top 25 customers. TradeDoubler's top 25 customers accounted together for 29.8 percent of TradeDoubler's gross profit during the third quarter of 2008.

Andreas Iversen, Senior EMEA General Procurement Manager Dell, said: "We realised quite early the value of affiliate marketing, and to enhance our digital business offering, we have been working closely with TradeDoubler for almost six years. TradeDoubler is a natural partner in our continued European expansion."

William Cooper, CEO of TradeDoubler, commented: "We are proud to be a part of Dell's successful Internet marketing. Over the years, our businesses have been characterised by a close collaboration that is mutually beneficial, and we are confident that we can continue to support Dell in maintaining their strong position in Europe. This latest assignment confirms TradeDoubler's strength in the European market, which is also supported by Comscore's most recent survey showing that TradeDoubler has 73.5 percent market share in Europe."

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TradeDoubler redefines the marketing landscape

TradeDoubler is a global 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, leads or traffic or drive brand awareness. Headquartered in Stockholm, Sweden, the company boasts a unique global reach spanning 19 countries in Europe and Japan. With a breadth of expertise across multiple industry sectors and a network of more than 128,000 website publishers, TradeDoubler helps deliver results for 1,730 advertisers including a mix of local and international companies such as Apple Store, Dell, TeliaSonera and Kelkoo. TradeDoubler is listed on Nasdaq OMX Stockholm Exchange. Please visit www.tradedoubler.com for further information.