



PRESS RELEASE

Stockholm, December 4, 2008

Nomination Committee proposes Christer Elmehagen as a new Chairman of TradeDoubler

The Board of Directors of TradeDoubler has decided to call an Extraordinary General Meeting of Shareholders in Sweden. In the notice of the extraordinary meeting, the Nomination Committee proposes that Christer Elmehagen, who just recently left his position as CEO of Swedish pension company AMF Pension, be elected new Chairman of TradeDoubler. The extraordinary meeting is planned for December 19th 2008 in Stockholm.

On the condition that the extraordinary meeting approves his appointment, Christer Elmehagen will replace current TradeDoubler Chairman Kjell Duveblad.

“As CEO of AMF over a ten-year period, Christer Elmehagen acquired extensive experience from managing large organizations with complex operations and he knows the type of strategic requirements that have to be met. He has also actively participated in the work of nomination committees to recruit directors to the boards of a number of companies. I am very pleased that Christer Elmehagen has agreed to candidate to the chairmanship of TradeDoubler”, says Ramsay Brufer, Chairman of TradeDoubler’s Nomination Committee.

“I have spent most of my professional life working with marketing and technology. I am positive about being nominated to lead TradeDoubler’s board and have the opportunity to participate in the company’s work to develop its operations further” comments Christer Elmehagen.

Christer Elmehagen, born in 1946, stepped down from his position as CEO of AMF Pension as recently as the end of November this year after heading the company for a period of ten years. His past professional career includes positions as CEO of Sandblom & Stohne and Deputy CEO of the Facit Group. He has also held a number of senior management positions within Ericsson from 1979 to 1988. Today, Christer Elmehagen is also Chairman of Micronic Laser Systems, Koneo as well as of Optimal Print A/S.

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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.