

PRESS RELEASE

Stockholm on 7 July 2009

Thord Norberg new CFO of TradeDoubler

Thord Norberg, 47, has been appointed new Chief Financial Officer, CFO, of TradeDoubler, starting on 10 August 2009. He replaces Casper Seifert who leaves TradeDoubler.

Thord Norberg has extensive experience as CFO of listed companies and has participated in several IPOs. He has experience from Dimension, 24hPoker and auSystems. His latest CFO appointment was with the IT consultancy company Strand Interconnect.

- Thord has solid experience from financial reporting in listed companies and is very familiar with transaction intense businesses. I am really glad he has accepted our offer, says Örjan Frid, President and CEO. I am convinced he will make valuable contributions to TradeDoubler's future development.

- TradeDoubler is an exciting company in a segment with great growth potential. I really look forward to contributing to TradeDoubler's future development, says Thord Norberg.

- Casper and I have discussed his future for some time and he has expressed a wish to leave TradeDoubler, continues Örjan Frid. When Thord recently became available it was an easy decision to offer him the position. I would like to thank Casper for his contributions to TradeDoubler. The quality and organization of internal control and financial reporting has improved significantly under his leadership.

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