

## Prospectus for TradeDoubler's rights issue made public

The prospectus regarding TradeDoubler's rights issue has now been made public and is available on the company's website [http://www.tradedoubler.com/cp-en/investors/rights\\_issue.html](http://www.tradedoubler.com/cp-en/investors/rights_issue.html) as well as on SEB Enskilda's website [www.seb.se/prospekt](http://www.seb.se/prospekt) (if the links are not clickable, copy and paste it into your browser).

The prospectus will be distributed by post to TradeDoubler's directly registered shareholders.

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### About TradeDoubler

TradeDoubler is an international 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 over 1,700 advertisers around the world. TradeDoubler supplies 32 billion impressions, reaches 149 million unique visitors and generates 10 million leads every month and provides access to more than 76 per cent of the European online audience. Advertisers include Apple Store, Dell, Telia Sonera and Kelkoo. Please visit [www.tradedoubler.com](http://www.tradedoubler.com) for further information.

The above information has been made public in accordance with the Securities Market Act and/or the Financial Instruments Trading Act. The information was published at 16:00 on December 8, 2009

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