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## **Press release**

January 8, 2010

### **TradeDoubler's rights issue fully subscribed**

The preliminary results of TradeDoubler AB's rights issue indicate that approximately 14.2 million shares, representing approximately 99.7 percent of the offered shares, were subscribed for by the exercise of subscription rights. Additionally, approximately 14.6 million shares were subscribed for without preferential rights and, thus, the rights issue is fully subscribed. Through the rights issue, TradeDoubler will receive proceeds amounting to at the most approximately 356 MSEK before transaction costs.

In connection with the rights issue, TradeDoubler's board and management have subscribed for their respective shares.

Those who have subscribed for shares without preferential rights will be allotted shares according to the principles outlined in the prospectus. Such subscribers who have been allotted shares are expected to be notified on or around January 18, 2010. Only those who are allotted shares will be notified.

Through the rights issue TradeDoubler's share capital increases by SEK 5,690,326.40 to SEK 17,122,979.40. The number of shares increases by 14,225,816 to 42,807,449.

The final day for trading in paid subscribed shares (BTAs) is expected to be January 15, 2010. New shares subscribed for with preferential rights are expected to start trading on NASDAQ OMX on January 19, 2010. Trading in shares subscribed without preferential rights is expected to start on January 26, 2010.

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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 January 8, 2010*

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