

New shares in TradeDoubler registered

The shares that have been subscribed for with subscription rights in TradeDoubler's recent rights issue, have today been registered at the Swedish Companies Registration Office and the new shares will start trading on NASDAQ OMX on January 19, 2010. New shares subscribed for without preferential rights are expected to start trading on NASDAQ OMX 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 for further information.