

Release from the Annual General Meeting 2010 of TradeDoubler AB (publ)

At TradeDoubler's Annual General Meeting on May 6, 2010 the matters addressed included the following:

Board of Directors

Mats Sundström, Kristofer Arwin, Heléne Bergquist, Martin Henricson and Caroline Sundewall were re-elected Board members. Martina King and Simon Turner were elected new Board members. Mats Sundström was elected Chairman of the Board. Lars Stugemo declined re-election.

Fees to the Board of Directors and auditors were approved according to the Nomination Committee's proposals, meaning, inter alia, that the compensation to the Chairman of the Board shall amount to 650 000 SEK and 300 000 SEK to the other Board members. In addition to this, compensation for committee work is awarded.

The Annual General Meeting discharged the Board members and the President from liability for the financial year 2009.

Appropriation of profits

The Annual General Meeting adopted the income statement and the balance sheet as well as the consolidated income statement and consolidated balance sheet. Furthermore, the Board's proposal that no dividend be paid for 2009 was approved.

Miscellaneous

The Annual General Meeting adopted the Board's proposal pertaining to principles for remuneration and other employment terms for company management and also adopted the Nomination Committee's proposal of nomination procedure to the Annual General Meeting of the shareholders 2011. The proposals are available on the company's website.

Stockholm, May 6, 2010

The Board of Directors of TradeDoubler AB (publ)

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TradeDoubler AB (publ) is required to disclose the information provided herein pursuant to the Swedish Securities Markets Act and/or the Swedish Financial Instruments Trading Act. The information was provided for public release on May 6, 2010 at 6.40 p.m. CET.

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 18 countries in Europe. 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 1,800 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.