

Press release

23 September 2010

New Nomination Committee in TradeDoubler AB (publ)

The Annual General Meeting on 6 May 2010 adopted principles for appointing a new Nomination Committee. The Committee shall be composed of representatives appointed by the three largest shareholders (by number of votes) wishing to appoint a representative, as well as the chairman of the Board of Directors. The basis for appointment is the shareholder statistics available on the last business day in June 2010, including other shareholder information available to the company at this time.

A new Nomination Committee has been appointed and consists of Ramsay Brufer (chairman), representing Alesta, Annika Andersson, representing the Fourth Swedish National Pension Fund, Jan Andersson, representing Swedbank Robur fonder, and Mats Sundström, chairman of the Board of Directors.

For further information, please contact:

Ramsay Brufer, Chairman of the Nomination Committee, mobile: +46 (0)706-56 92 62;
ramsay.brufer@alesta.com

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.