

## Press release

8 February 2011

### **Elaine Safier appointed Chief Commercial Officer**

**Elaine Safier has been appointed Chief Commercial Officer at TradeDoubler. She becomes a member of the Senior Leadership Team where she has overall responsibility for the Group's sales and marketing.**

"With a background from key positions in international leading companies within digital media, Elaine brings a holistic perspective on TradeDoubler's market and opportunities. That is important in our ambition to run a performance-based world-class network ", said President and CEO Urban Gillström.

Since December 2010, Elaine Safier has been acting head of sales and marketing at TradeDoubler. Prior to joining TradeDoubler, she has held key positions at MCI, National Geographic Digital Media, Carphone Warehouse, Cable & Wireless and AOL Europe. Elaine Safier has an MBA from the Wharton School in Pennsylvania, USA. She will assume her new position immediately and will be based in London.

#### **For further information, please contact:**

Urban Gillström, President and CEO, phone: +46(0)70-7857600, e-mail:  
[urban.gillstrom@tradedoubler.com](mailto:urban.gillstrom@tradedoubler.com)

#### **About TradeDoubler**

TradeDoubler helps companies improve their online results, both by increasing sales and by increasing brand awareness. The core business is performance-based online marketing. With a network of over 138,000 web publishers, TradeDoubler helps more than 1,900 advertisers worldwide to reach their business goals. The company has a unique reach being able to address around 75 per cent of Europe's e-commerce consumers. Among the advertisers are Apple Store, American Express, Dell, Disney, Expedia, lastminute.com and Nokia. The share is listed on Nasdaq OMX. More information is available at [www.tradedoubler.com](http://www.tradedoubler.com).