

**Press release**

22 February 2011

**Changes in group management****- Leif Eliasson appointed Head of Market Unit North East**

**Tradedoubler is pleased to announce that Leif Eliasson has been appointed Head of Market Unit North East and Country Manager TradeDoubler Sweden.**

Leif joins from a position as CEO for Relevant Traffic Europe AB, a pan-European search engine marketing company owned by the Kinnevik Group. During his three years in this position, he was also engaged in New Investments within the Kinnevik Group, particularly involving online start-ups. Prior to joining Relevant Traffic, Leif was Global Sales Director for all hosted entertainment, music, multimedia and communications services at Ericsson. In 2001, he founded the mobile entertainment service provider Cellus Sweden AB that merged with Aspiro in 2004. Leif will assume his new position at the end of April.

“Strong leadership and industry expertise are key skills for us. Therefore, we’re delighted that Leif joins us to help drive sales and spearhead growth”, says President and CEO Urban Gillström.

The Market Unit North East includes TradeDoubler’s operations in Denmark, Finland, Lithuania, Norway, Poland, Sweden and Russia.

**Head of Market Unit North West leaves**

The Head of Market Unit North West (UK and Ireland), Simon Burgess, has decided to leave TradeDoubler for personal reasons.

“We want to thank Simon for his contribution to our UK operations and to TradeDoubler as a group, and wish him good luck in the future”, says Urban Gillström.

Commercial Director Gavin Ailes has been appointed acting Head of the market unit. Gavin has been with the group for five years including at IMW Group that was acquired by TradeDoubler in 2007. Prior to his current role as Commercial Director, Gavin was interim Managing Director of The Search Works. Before joining IMW Group, Gavin spent seven years at WPP, primarily with MindShare.

**For further information, please contact:**

Urban Gillström, President and CEO, phone: +46 (0)8 405 08 73

e-mail: [urban.gillstrom@tradedoubler.com](mailto:urban.gillstrom@tradedoubler.com)

Elaine Safier, CCO Group Sales and Marketing, phone: +44 (0)20 7798 5841

e-mail: [elaine.safier@tradedoubler.com](mailto:elaine.safier@tradedoubler.com)

**About TradeDoubler**

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