

Press release

May 3, 2011

Invitation to press and analyst meeting at 10:00 CET on May 4

TradeDoubler's (publ) report for the first quarter 2011 will be published at 8.00 a.m. CET on Wednesday, May 4. President and CEO Urban Gillström will comment on the report at a press and analyst meeting at 10.00 am at TradeDoubler's offices at Sveavägen 20 in Stockholm. The presentation will be held in English.

The presentation will be webcast live and on demand through links on www.tradedoubler.com/ir and www.financialhearings.com.

To participate through telephone, please call the following numbers 5-10 minutes before the presentation starts:

Sweden	+46 8 5051 3785
UK	+44 20 7138 2051
USA	+1 212 444 0481

För registration and questions, please contact:

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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, American Express, Dell, Disney, Expedia, lastminute.com and Nokia. The share is listed on Nasdaq OMX. More information is available at www.tradedoubler.com