

**Press release**

October 19, 2011

**New Nomination Committee in TradeDoubler AB (publ)**

The Annual General Meeting on May 5, 2011 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 August 2011, 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 Alecta, Per Trygg, representing SEB, Annika Andersson, representing the Fourth Swedish National Pension Fund, and Mats Sundström, Chairman of the Board of Directors.

**For more information, please contact:**

Ramsay Brufer, Chairman of the Nomination Committee, +46 706 56 92 62, or  
[Ramsay.Brufer@Alecta.com](mailto:Ramsay.Brufer@Alecta.com)

Shareholders wishing to present proposals to the Nomination Committee for the 2012 Annual General Meeting can submit them to the Nomination Committee's secretary Carol Spendilow (TradeDoubler's General Counsel) by post: TradeDoubler AB, Att: Carol Spendilow, Sveavägen 20, 111 57 Stockholm, Sweden, or by e-mail: [carol.spendilow@tradedoubler.com](mailto:carol.spendilow@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, 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)