

Press release

March 28, 2012

Erik Skånsberg will leave TradeDoubler

Erik Skånsberg will leave his position as CFO in TradeDoubler in August 2012. The recruitment of a new CFO has begun.

Erik Skånsberg has held the CFO position since May 2010.

"I want to thank Erik for his sterling efforts to bring order and stability in the finance function. Today, the Group has a significantly higher quality in its financial reporting and a much stronger management team than before," said CEO Urban Gillström.

For further information, 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 140,000 web publishers, TradeDoubler helps more than 2,000 advertisers worldwide to reach their business goals. The company has a unique reach being able to address around 70 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