

Jonas Ragnarsson appointed new CFO**Stockholm, Sweden - 24 May, 2012**

Jonas Ragnarsson has been appointed CFO of Tradedoubler. Jonas has previously been CFO at EQT Partners and SSC (Swedish Space Corporation) and has held senior positions in accounting and finance at Radisson SAS Hotels & Resorts, Grand Hotel Holdings and Diligentia. He will assume his position in August and will be introduced to Tradedoubler as of June.

"I am happy to greet Jonas welcome to Tradedoubler. He has a strong international background and track record and will play a key role in the continued transformation of Tradedoubler towards scalable profitable growth," said CEO Urban Gillström.

Jonas Ragnarsson will have a key role in Tradedoubler's senior management team.

For further information, please contact:

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For more information or to sign up, please visit www.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 140,000 web publishers, Tradedoubler helps more than 2000 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, CDON. The share is listed on Nasdaq OMX. More information is available at www.tradedoubler.com

