

Rob Wilson appointed new CEO**Stockholm, Sweden - 29 June, 2012**

Rob Wilson has been appointed to succeed Urban Gillström as President and CEO of Tradedoubler. Rob Wilson is currently heading Tradedoubler's operations in the UK and Ireland as Market Unit Leader North West.

"Urban Gillström has set a clear strategy and direction for Tradedoubler and formed an organisation set to deliver scalable profitable growth. The leadership role is now naturally shifting towards commercial and operational fulfilment. With his strong commercial track record and industry experience, Rob is an ideal candidate to take over as CEO," says Chairman Mats Sundström.

"During the last two years, we have made good progress towards scalable profitable growth, strong leadership in our core business, and a better workplace. It is with full confidence that I am handing over to Rob Wilson who has shown an outstanding performance as part of the senior leadership team," says Gillström.

"Tradedoubler is the European leader in performance marketing and I am looking forward to further reinforcing our position, building upon the solid foundations laid down by Urban," says Rob Wilson.

Rob Wilson will assume the CEO position from Urban Gillström on August 1, 2012.

Rob Wilson was recruited to TradeDoubler in 2011 from a position as Chief Revenue Officer at Epic Media Group with responsibility for global sales at the US advertising network. Before that he held key leadership positions with performance-based online marketing companies Zanox and 24/7 Real Media.

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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 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, CDON. The share is listed on Nasdaq OMX. More information is available at www.tradedoubler.com

