

## Elaine Safier leaves Tradedoubler

Stockholm, Sweden - 28 September, 2012

The role of Chief Commercial Officer in Group Management, with responsibility for marketing and sales has been eliminated. In connection with this, Elaine Safier will leave Tradedoubler.

"We thank Elaine for her efforts to strengthen Tradedoubler's position as Europe's leading affiliate network and develop our relationships particularly with our largest clients," said Tradedoubler CEO Rob Wilson.

Elaine Safier has held the position of CCO since she was recruited to Tradedoubler in February 2011.

**For further information, please contact:**  
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For more information or to sign up, please visit [www.tradedoubler.com](http://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 American Express, Dell, Disney, Expedia, CDON. The share is listed on Nasdaq OMX. More information is available at [www.tradedoubler.com](http://www.tradedoubler.com)

Tradedoubler discloses the information provided herein pursuant to the Swedish Securities Markets Act. The information was submitted for publication on 28 September 2012 at 6.00 p.m. CET.

