

New Nomination Committee in TradeDoubler AB (publ)

Stockholm, Sweden - October 26, 2012

The Annual General Meeting on 8 May 2012 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 2012, including other shareholder information available to the company at this time.

A new Nomination Committee has been appointed and consists of Johan Strandberg (chairman), representing SEB, Ramsay Brufer, representing Alecta, Mats Andersson, representing the Fourth Swedish National Pension Fund, and Mats Sundström, Chairman of the Board of Directors.

For more information, please contact:

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Shareholders wishing to present proposals to the Nomination Committee for the 2013 Annual General Meeting can, at the latest the 27th of March 2013, submit them to the Nomination Committee's secretary Carol Spendelow (TradeDoubler's General Counsel) by post: TradeDoubler AB, Att: Carol Spendelow, Sveavägen 20, 111 57 Stockholm, Sweden, or by e-mail: Carol.Spendelow@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 approximately 2,000 advertisers worldwide to reach their business goals. The company has a unique reach and operate in approximately 18 countries. Among the advertisers are Dell, Disney, Expedia, lastminute.com, HP and ING. The share is listed on Nasdaq OMX. More information is available at www.tradedoubler.com

