

Utilization of authorization to repurchase own shares to hedge TradeDoubler's performance-based share program for employees

The 2008 Annual General Meeting of TradeDoubler approved the proposal to authorize the company's board of directors to decide on the purchase of the company's own shares for the purpose of hedging its commitments in connection with the 2008 performance-based share program for employees.

TradeDoubler hereby announces that the company's board has decided to utilize the authorization for this purpose. Up to 65.000 shares will be acquired on the Stockholm Stock Exchange before 24 June 2008 at a price per share within the price interval recorded from time to time at Stock Exchange Stockholm, and this shall refer to the interval between the highest buying price and the lowest selling price.

TradeDoubler does currently not hold any own shares.

TRADEDOUBLER AB (PUBL)

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About TradeDoubler

Following the launch of TD Technology in Japan, TradeDoubler has extended its reach into the Asia Pacific region and now enjoys a global presence. Traditionally a pan-European digital marketing company offering a range of performance-based marketing solutions, TradeDoubler's products and services provide companies with the tools and expertise to drive results online whether they are looking to generate sales or drive brand awareness. Headquartered in Sweden, the company boasts a unique European reach with local offices in 18 countries across Europe. With a breadth of expertise across multiple industry sectors and a network of more than 120,000 website publishers TradeDoubler helps deliver online results for over 1,600 advertisers across Europe including a mix of local and international companies such as Apple Store, Dell, Telia Sonera, eBay and Kelkoo. Please visit www.tradedoubler.com for further information.