

PRESS RELEASE

Stockholm, March 25, 2009

Proposal for TradeDoubler Board of Directors

Christer Elmhagen will resign his position as Chairman of the Board of TradeDoubler.

The Nomination Committee proposes that Martin Henricson, Lars Stugemo, Kristofer Arwin and Nick Hynes be reelected members of the Board. In addition, the election of Mats Sundström, Caroline Sundewall, Helene Bergquist and Eva Brådhe as new Board members is proposed.

The Nomination Committee proposes that Mats Sundström be elected Board Chairman.

Mats Sundström has extensive experience of Board work in listed and unlisted companies. The Nomination Committee assesses that Mats Sundström will be a valuable addition to the Board, particularly with regard to business development and international operations.

Caroline Sundewall has broad experience of Board work in listed companies. In the Nomination Committee's opinion, Caroline Sundewall will be a valuable addition to the Board's combined expertise, particularly in auditing matters.

Helene Bergquist has experience of Board work in listed companies and in international operations in many countries. Helene Bergquist will be a valuable addition to the Board's combined expertise, especially within auditing and internal control, with a focus on international operations.

Eva Brådhe has broad experience from a customer perspective within TradeDoubler's business areas. The Nomination Committee assesses that Eva Brådhe will be a valuable addition to the Board's combined know-how, particularly in the development of the company's business areas.

Lars Lundquist, Elisabet Annell, Felix Hagnö and Rolf Lydahl have declined reelection to the Board

TradeDoubler's Nomination Committee comprises Ramsay Brufer, Alecta, Annika Andersson, Fourth AP-fund, Anders Ljungqvist, AMF, and the Board's Chairman.

TRADEDOUBLER AB (PUBL)

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TradeDoubler redefines the marketing landscape

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