

Press release
May 6, 2010

Erik Skånsberg new CFO of TradeDoubler

Erik Skånsberg, 45, has been appointed as new CFO of TradeDoubler and will take over on May 24, 2010. He replaces Bernt Andersson who has served as Acting CFO since February 16, 2010.

Erik Skånsberg has long experience from both international and transaction-intensive companies. He has served as CFO of COOP Norden as well as CFO within the Orkla Group, including as CFO of companies such as Carlsberg Sweden, Kemetyl and BOB. Most recently Erik Skånsberg has been running his own consulting business where he held assignments at Vårdapoteket, Capiro and SATS, among other companies.

"It feels very good to have Erik in place. He will bring solid competence and he has the experience we need to continue the development of Europe's leading internet marketing company", says Urban Gillström, President and CEO. "I would also like to thank Bernt Andersson, who has served as Acting CFO, for his work during the spring".

"I have great respect for the fantastic growth and unique competence that TradeDoubler has shown for many years. I hope to be able to contribute with my experience of transaction-intensive businesses and of structural work and efficiency improvement projects", says Erik Skånsberg.

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About TradeDoubler

TradeDoubler is an international 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, leads or traffic or drive brand awareness. Headquartered in Stockholm, Sweden, the company boasts a unique global reach spanning 18 countries in Europe. With a breadth of expertise across multiple industry sectors and a network of more than 128,000 website publishers, TradeDoubler helps deliver results for over 1,800 advertisers including a mix of local and international companies such as Apple Store, Dell, TeliaSonera and Kelkoo. TradeDoubler is listed on Nasdaq OMX Stockholm Exchange. Please visit www.tradedoubler.com for further information.

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