

PRESS RELEASE



Stockholm, December 19, 2008

Christer Elmehagen elected new Chairman of the Board

At the Extraordinary General Meeting today, the shareholders elected Christer Elmehagen new member of the Board and Chairman of the Board of TradeDoubler AB (publ).

As Chairman of the Board, Christer Elmehagen will be a member of TradeDoubler's Nomination Committee.

Christer Elmehagen replaces the former Chairman of the Board, Kjell Duveblad.

Christer Elmehagen, born in 1946, stepped down from his position as CEO of AMF Pension by the end of November this year after heading the company for a period of ten years. His past professional career includes positions as CEO of Sandblom & Stohne and Deputy CEO of the Facit Group. He has also held a number of senior management positions within Ericsson from 1979 to 1988. Today, Christer Elmehagen is also Chairman of Micronic Laser Systems, Koneo as well as of Optimal Print A/S.

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TradeDoubler redefines the marketing landscape

TradeDoubler is a global 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 19 countries in Europe and Japan. With a breadth of expertise across multiple industry sectors and a network of more than 128,000 website publishers, TradeDoubler helps deliver results for 1,730 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.