

PRESS RELEASE

Stockholm, December 5, 2008

Notice to attend the extraordinary general meeting

The shareholders of TradeDoubler AB (publ), 556575-7423, are hereby summoned to an extraordinary general meeting to be held on 19 December 2008, 10.00 am, at Folkets Hus, room 501, Barnhusgatan 12-14, Stockholm. Registration for the meeting will commence at 9.30 am.

1. Participation

Shareholders who wish to participate at the extraordinary general meeting must (i) be recorded as shareholders in the register of shareholders maintained by VPC AB (the Swedish Securities Register Centre) on 13 December 2008 and (ii) notify the company of their intention to attend the meeting no later than on 15 December 2008, at 4:00 pm. The notification shall be made in writing to TradeDoubler AB (publ), Barnhusgatan 12, 8 tr, 111 23 Stockholm, by telefax +46 (0)8-40 50 844 or by e-mail bolagsstamma@tradedoubler.com. When the shareholders notify the company they shall state their name, personal identity number/registration number, address, telephone number, registered holding of shares and, when applicable, number of assistants. Shareholders who are represented by a proxy should send the original power of attorney, signed and dated by the shareholder, to the company in advance of the meeting.

Shareholders whose shares are registered in the name of a nominee through the trust department of a bank or similar institution must, in order to participate in the extraordinary general meeting, request that their shares are temporarily re-registered in their own names in the register of shareholders maintained by VPC AB. Such registration must be effected by VPC AB not later than on 13 December 2008. This means that shareholders who need such registration must well in advance of 13 December 2008 notify the nominee thereof.

Any personal record data from powers of attorney and the register of shareholders maintained by VPC AB will be used for necessary registration and preparation of the voting list for the extraordinary general meeting.

At the time of issuing notice to attend the extraordinary general meeting, the company has in total 28,581,633 registered shares, corresponding to in total 28,581,633 votes.

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.

2. Matters at the extraordinary general meeting

2.1 Proposed agenda

1. Opening of the meeting.
2. Election of the chairman of the meeting.
3. Preparation and approval of the voting list.
4. Approval of the agenda.
5. Election of one or two persons to certify the minutes.
6. Consideration of whether the meeting has been properly called.
7. Election of board member.
8. Election of the chairman of the board of directors.
9. Other matters.
10. Conclusion of the meeting.

2.2 Proposals for decision under items 2, 7-8 of the agenda

The nomination committee proposes:

- that Lars Lundquist, vice chairman of the board of directors, is elected chairman of the meeting,
- that Christer Elmehagen is elected as new board member to replace Kjell Duveblad who has resigned and
- that Christer Elmehagen is elected chairman of the board of directors.

Stockholm in December 2008

The board of directors of TradeDoubler AB (publ)

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