

## PRESS RELEASE

**Stockholm October 7, 2008**

### **Financial Information Release Dates and AGM in 2009**

The following publication dates are planned for TradeDoubler's financial information. The reports will be published at 08.00 local time and will also be available at TradeDoubler's website.

Thursday, October 23, 2008 (08.00 CEST) – Interim Report January – September 2008

Thursday, January 29, 2009 (08.00 CET) – Full-Year Report 2008

Tuesday, April 21, 2009 (08.00 CET) – Interim Report January – March 2009

Monday, July 22, 2009 (08.00 CEST) – Interim Report January – June 2009

Wednesday, October 21, 2009 (08.00 CEST) – Interim Report January – September 2009

Wednesday, January 27, 2010 (08.00 CET) – Full-Year Report 2009

TradeDoubler's Annual General Meeting will be held on Wednesday, May 6, 2009 in Stockholm.

TRADEDOUBLER AB (PUBL)

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#### **TradeDoubler redefines the marketing landscape**

Through a unique network, a proprietary and scalable technology platform and a market-leading expertise, TradeDoubler develops products and services within performance-based digital marketing that provides the company's clients with the tools and expertise to drive results online whether they are looking to generate sales or drive brand awareness. TradeDoubler is the market-leader within the industry and covers today 19 markets in Europe and Japan. The head-quarter is based in Stockholm, Sweden. TradeDoubler's network consists of over 127,000 publishers and every month the network has 134 million unique visitors, 12 billion impressions that together generate 7.6 million leads. TradeDoubler has about 1,700 advertising clients, such as Apple Store, Dell, TeliaSonera, eBay and Kelkoo. TradeDoubler is listed on Nasdaq OMX Stockholm Exchange and the revenue for 2007 amounted to 2,664 MSEK and EBIT 195 MSEK.