

PRESS RELEASE

Stockholm, April 22, 2009

TradeDoubler releases 2008 Annual Report

TradeDoubler's (publ) 2008 Annual Report has been released in Swedish and is available at www.tradedoubler.com

The English-language version of the 2008 Annual Report will be available on the company's website on April 28, 2009.

Printed copies of the Swedish- and English-language Annual Reports are distributed by post to those who so request. Please send your request to ir@tradedoubler.com

The financial statements in the 2008 and 2007 Annual Reports for the Parent Company have been adjusted in accordance with RFR 2.2 and applies to the exchange-rate differences in monetary items for the Parent Company's net investments in foreign operations. The total shareholder's equity for the Parent Company 2007 is unchanged.

TRADEDOUBLER AB (PUBL)
For further information, please contact:

Casper Seifert
CFO
E-mail: casper.seifert@tradedoubler.com
Phone: +46-8-405 08 27

Ann-Charlotte Johansson
Group IR Manager
E-mail: ann-charlotte.johansson@tradedoubler.com
Phone: +46-8-405 08 05

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 1,744 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.