

TradeDoubler announces move into Asia through TD Technology in Japan

Tokyo, 9 January 2008 – TradeDoubler, the Pan-European digital marketing company, has today strengthened its presence in the Asian market with the launch of TD Technology in Japan. Formerly The Technology Works®, which was acquired by TradeDoubler in July 2007, the rebranded TD Technology is a media technology company that allows customers to control, measure and optimise online marketing activity (www.tdtechnology.jp). Accompanying the rebrand is the appointment of experienced new staff to its Tokyo office, further strengthening its online marketing technology proposition.

The new team will include two members with collectively over 30 years of digital and offline marketing experience. Yusuke Yokota joins TD Technology from Overture as its new Managing Director and Yoko Ishikawa, previously of Amazon and Double Click, will take on the role of Business Development Director.

The appointment of Mr Yokota and Ms Ishikawa heralds the next phase of development for TD Technology in Japan as part of the company's long-standing commitment to the market.

In his new role at TD Technology, Yusuke Yokota will be responsible for directing the growth of the Japanese business by forming strategic partnerships within Japan, and growing awareness across the industry of the key role that technology plays in online marketing. Yoko Ishikawa, meanwhile, will lead business development for the company by strengthening relationships with existing clients and driving new business initiatives.

Will Cooper, CEO, TradeDoubler, says: "We have long been committed to entering the Asian market and are very glad to be doing so through such a well-established and promising business in Tokyo. The vast experience of Mr Yokota and Ms Ishikawa builds on TD Technology's strong search heritage and we are confident the new team will develop an exciting future for both the company and our clients."

The TD Technology rebrand precedes the upcoming launch of its new search management technology, designed to enable the world's largest advertisers to make the most of their online media spend. The product, which is the next generation of The Technology Works' pioneering BidBuddy® tool, is a sophisticated online marketing platform with advanced editorial, reporting and automated strategy capabilities that empowers search marketing professionals to be expert at what they do. By automating the lengthy manual processes involved in managing online marketing campaigns BidBuddy® saves time for agencies and direct advertisers. Meanwhile its sophisticated automated optimisation capabilities allow advertisers to achieve higher visibility and more sales from the same budget. The next generation product is expected to launch publicly in Japan in February.

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About TradeDoubler

Following the launch of TD Technology in Japan, TradeDoubler has extended its reach into the Asia Pacific region and now enjoys a global presence. Traditionally a pan-European 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 or drive brand awareness. Headquartered in Sweden, the company boasts a unique European reach with local offices in 18 countries across Europe. With a breadth of expertise across multiple industry sectors and a network of more than 118,000 website publishers TradeDoubler helps deliver online results for over 1,500 advertisers across Europe including a mix of local and international companies such as Apple Store, Dell, Telia Sonera, eBay and Kelkoo. Please visit www.tradedoubler.com for further information.