

NEWS RELEASE

TradeDoubler Rebrands The Search Works to td Search

Final step in successful integration of The Search Works into The TradeDoubler Group in UK and France

London, 20 October 2009 – TradeDoubler, the number one pan-European digital marketing company, today announced that The Search Works in the UK and France will be rebranded to td Search, effective immediately, bringing it in line with the rest of TradeDoubler’s td Search businesses across Europe. The rebranding is the final step in the integration of The Search Works into The TradeDoubler Group. The rebranding also paves the way for future product expansion to leverage the Group’s technology investment under a single pan-European brand. In 2010, TradeDoubler will announce a number of significant developments, including the launch of its single platform to manage holistic digital marketing programmes across the major online disciplines in search, display and affiliate. The single platform will deliver more informed budget allocation, more effective campaigns and even stronger results for customers.

“Integrating the IP, sales teams, and technical expertise from one of the world’s biggest search engine optimisation companies with one of the industry’s largest online marketing companies creates a powerful solution for complex, cross-border, multi-lingual search campaigns that can be coordinated through a single point of contact,” said Simon Burgess, UK Managing Director for TradeDoubler. “td Search has already seen great traction with notable new international search campaigns for customers such as Avis, Disneyland Paris and Nokia Music in recent months. The rebranding to td Search in the UK and France is the next step in executing against our strategy for pan-European expansion, unified product development and further internationalisation.”

TradeDoubler’s portfolio of digital expertise now spans search, display, affiliate and technology with its td Search, td Campaigns, td Affiliate, td Searchware and td Integral businesses. The rebranding in the UK and France is a continuation of the rebranding process that began at the beginning of 2009. There are no changes to customer service or account management, other than logo and name changes at all points of contact.

With its extensive reach in 19 countries worldwide, TradeDoublerr delivers 32 billion impressions per month, reaching 149 million unique users and generating 10 million leads every month. The Group offers unrivalled access to more than 76% of the European online audience through its publisher networks, which comprise more than 128,000 active website publishers and in excess of 1,700 advertisers.

About TradeDoublerr

TradeDoublerr is an international digital marketing company offering a range of performance-based marketing solutions. TradeDoublerr'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, TradeDoublerr helps deliver results for over 1,700 advertisers including a mix of local and international companies such as Apple Store, Dell, TeliaSonera and Kelkoo. TradeDoublerr is listed on Nasdaq OMX Stockholm Exchange. Please visit www.tradedoubler.com for further information.

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