

Trader Media East Limited

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Trader Media East Limited

Key Management to Invest \$50 million in Offering

Amsterdam, The Netherlands -- January 23, 2006 (0800 GMT) Trader Media East Limited ("Trader Media East" or the "Company") today announced the start of its international offering (the "Offering") of up to 100% of its share capital in the form of global depository receipts ("GDRs") on the London Stock Exchange with an indicative price range of US\$11.50 to US\$14.50 (ticker: TME.L). Trader Media East is an independent business, comprising former operations of Trader Classified Media N.V., focused on on-line and print classified advertising in Central and Eastern Europe.

Offering Update

- Certain key management personnel of the Company and its selling shareholder will be investing \$50 million in the Offering, with each of the General Manager of the Trader Media East Russian, Baltic and CIS operations and the President, Founder and CEO of Trader Classified Media N.V. having personally committed to invest US\$25 million in GDRs.

About Trader Media East

Trader Media East is specialised in classified advertising, providing services and solutions to both professional and individual buyers and sellers through multiple media channels including Internet, print, telephone, SMS and direct mail. Trader Media East produces **235 print titles**, with 5 million readers per week, and hosts **13 websites**, with more than 3 million unique monthly visitors. Trader Media East employs **5,800 people** in **Russia, Ukraine, Belarus, Kazakhstan, Hungary, Lithuania, Croatia and Poland**.

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Forward-Looking Statements:

Some of the statements in this document are forward-looking. Forward-looking statements include statements regarding the intent, belief and current expectations of Trader Media East or its officers with respect to various matters. When used in this document, the words "expects," "believes," "anticipates," "plans," "may," "will," "should" and similar expressions, and the negatives thereof, are intended to identify forward-looking statements. Such statements are not promises or guarantees, and are subject to risks and uncertainties that could cause actual outcome to differ materially from those suggested by any such statements. Those factors include, but are not limited to, risks or uncertainties described in our publicly filed documents.

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