

## Trader Media East Limited

**This press release may not be accessed from the United States, Canada, Australia, Japan, Jersey, France or the Russian Federation. In addition, accessing this press release from other jurisdictions may be restricted by law, and persons intending to access this press release should inform themselves about, and observe, any such restrictions.**

The information appearing in this press release is not an offer of securities for sale in the United States or in any other jurisdiction and should not be relied upon in connection with any decision to purchase or subscribe for any securities referred to herein. The securities referred to herein have not been and will not be registered under the US Securities Act of 1933, as amended (the "US Securities Act"), and may not be offered or sold in the United States (as defined in Regulation S under the US Securities Act) absent registration under the US Securities Act or an applicable exemption from such registration. There will be no public offering of the securities referred to herein in the United States. The securities referred to herein have not been and will not be registered under the Federal Law of the Russian Federation "On the Securities Markets" (the "Securities Law"), as amended, and may not be offered or sold in the Russian Federation unless registered under the Securities Law.

The information appearing in this press release is not a prospectus, listing particulars, an offering circular or any other offering document or an offer and no person may treat it as such.

By continuing to the next page, you:

- acknowledge, accept and agree to be bound by the above statements and conditions
- confirm that you are not accessing this press release from the United States, Canada, Australia, Japan, Jersey, France or the Russian Federation, and
- confirm that you are a person who is permitted under applicable laws and regulations to receive information of the kind appearing in this press release.

***If you are unable to give any of the foregoing acknowledgements, acceptances, agreements and confirmations, please do not continue to the next page.***



## Trader Media East Limited

### Completion of Initial Public Offering

**Amsterdam, The Netherlands – 13 February, 2006 (0700 GMT)** Trader Media East Limited ("Trader Media East" or the "Company") today confirms the successful completion of its international initial public offering (the "Offering") in the form of global depository receipts ("GDRs"). Trader Media East is now trading and listed on the London Stock Exchange (ticker: TME.L).

The Company is pleased by global investors' positive response to the offer. Trader Media East's shareholder register comprises a broad distribution of shareholders with participation from a large group of US, UK and Continental European investors.

### Media & Investor Relations Contact Information

#### **Brunswick Group**

Contact: Patrick Handley / Kate Holgate  
16 Lincoln's Inn Fields  
London  
WC2A 3EW  
Tel: +44 207 404 5959  
E-mail: [phandley@brunswickgroup.com](mailto:phandley@brunswickgroup.com)

#### **Morgan Stanley**

Contact: Dan Bailey  
25 Cabot Square  
Canary Wharf  
London E14 4QA  
Tel: +44 207 425 8000  
E-mail: [daniel.bailey@morganstanley.com](mailto:daniel.bailey@morganstanley.com)

### Notes to editors

#### **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. The Company employs **5,800 people in Russia, Ukraine, Belarus, Kazakhstan, Hungary, Lithuania, Croatia and Poland.**