NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION IN OR INTO THE UNITED STATES OF AMERICA, CANADA, AUSTRALIA OR JAPAN

20 December 2006

FOR IMMEDIATE RELEASE

Trader Media East Limited ("Trader Media East" or the "Company")
Relevant Securities in Issue

Trader Media East announces, in accordance with Rule 2.10 of The City Code on Takeovers and Mergers, that as at the close of business on 19 December 2006 its issued share capital consisted of 50,000,000 ordinary shares of US$0.16 each with each share being represented by one global depositary receipt ("GDR").

The International Securities Identification Number for Trader Media East's 50,000,000 GDRs is US89255G2084.

Dealing Disclosure Requirements

Under the provisions of Rule 8.3 of the City Code on Takeovers and Mergers (the "Code"), if any person is, or becomes, "interested" (directly or indirectly) in 1% or more of any class of "relevant securities" of Trader Media East, all "dealings" in any "relevant securities" of that company (including by means of an option in respect of, or a derivative referenced to, any such "relevant securities") must be publicly disclosed by no later than 3.30 pm (London time) on the London business day following the date of the relevant transaction. This requirement will continue until the date on which any offer becomes, or is declared, unconditional as to acceptances, lapses or is otherwise withdrawn or on which the "offer period" otherwise ends. If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire an "interest" in "relevant securities" of Trader Media East, they will be deemed to be a single person for the purpose of Rule 8.3.

Under the provisions of Rule 8.1 of the Code, all "dealings" in "relevant securities" of Trader Media East by Trader Media East, or by any of its "associates", must be disclosed by no later than 12.00 noon (London time) on the London business day following the date of the relevant transaction.

A disclosure table, giving details of the companies in whose "relevant securities" "dealings" should be disclosed, and the number of such securities in issue, can be found on the Takeover Panel's website at http://www.thetakeoverpanel.org.uk/new/.

"Interests in securities" arise, in summary, when a person has long economic exposure, whether conditional or absolute, to changes in the price of securities. In particular, a person will be treated as having an "interest" by virtue of the ownership or control of securities, or by virtue of any option in respect of, or derivative referenced to, securities.

Terms in quotation marks are defined in the Code, which can also be found on the Panel's website. If you are in any doubt as to whether or not you are required to disclose a "dealing" under Rule 8, you should consult the Panel.

Enquiries:

Alex Midgen Telephone: +44 (0) 207 280 5000
Dominic Wallis
N M Rothschild & Sons Limited

Patrick Handley Telephone: +44 (0) 207 404 5959
Anna Jones
Brunswick Group

The Directors of Trader Media East Limited accept responsibility for the information contained in this announcement. To the best of knowledge and belief of the Directors, who have taken all reasonable care to ensure such is the case, the information contained in this announcement is in accordance with the facts and does not omit anything likely to affect the import of such information.

N M Rothschild & Sons Limited is acting for Trader Media East Limited and no one else in connection with matters described in this announcement and will not be responsible to anyone other than Trader Media East Limited for providing the protections afforded to clients of N M Rothschild & Sons Limited or for providing advice in relation to matters described in this announcement.