



## PRESS RELEASE

### **Trader Media East's Russian business, Iz ruk v Ruki, establishes strategic partnership with leading Russian portal Rambler.ru**

**Amsterdam, The Netherlands – April 26, 2006 (0700 GMT)**

Trader Media East Limited, a leader in classified advertising, announces the launch of an exclusive partnership with one of the leading Russian portals, Rambler.ru, to consolidate its leadership in the Russian online classified advertising marketplace and provide new services for its customers.

The foundation for that partnership is the creation of a co-branded website which will allow Rambler customers access to Trader Media East classified content. Additional leverage will come through joint sales and advertising activities.

Trader Media East's operation in Russia & CIS, better known for its local brand Iz ruk v Ruki, produces 144 publications, totaling 75 million ads per year and 3.8 million readers per week. The website [www.irr.ru](http://www.irr.ru) aggregates content from publications in 81 cities and 4 other websites and employs state-of-the-art technology with over 1.4 million ads of content.

Iz ruk v Ruki private and professional customers will be able to distribute their ads through Rambler to maximize the effectiveness of their advertising and to access Rambler online properties products and services.

Rambler Media operates businesses including the Russian language internet portal and search engine Rambler.ru, on-line news site Lenta.ru and the TV network Rambler TV. Rambler Media's combined Internet services have approximately 21 million unique monthly users and over 8 million active registered users. Through this partnership, Rambler users will have access to the biggest database of classified ads from all regions of Russia through a new, highly flexible and user friendly platform designed by Trader Media East.

The agreement will further strengthen the Iz ruk v Ruki brand in Russia and extend its coverage on the Internet. The creation of a co-branded affiliated website will satisfy demand in new cities in Russia & CIS and increase leadership in the classified advertising market.

**Commenting on the launch, Pierre-François Catté, Trader Media East's Chief Executive Officer said,** "Partnering with a leading and high quality online portal like RAMBLER will further strengthen our position as the largest provider of classified advertising in Russia and accelerate monetization of content and traffic. The partnership has been made possible by the Company's strategic focus and investment in Internet development across all markets. The leverage between our brands, sales capabilities and content sharing is a very powerful combination."

**Irina Gofman, Chief Executive Officer of Rambler Media, commented,** “We are very pleased to partner with Trader Media East, one of the global leaders in classified advertising, to provide co-branded services to the Russian speaking online community. Through the launch of online classified ads, Rambler is successfully expanding its service offering and consolidating its position as the leading one-stop portal for Russian speakers. By combining our reach and expertise with Iz ruk v Ruki, we have the opportunity to attract more users and generate joint sales and advertising revenues.”

**Leonid Makaron, General Manager of Trader Media East in Russia & CIS, added:** “We are turning into a leader in multimedia. We understand that the future of our company lies in new technological channels and we are aligning our company to meet and lead these challenges.”

### **About Trader Media East**

Trader Media East is a leader of online and print classified advertising with strong local brands serving local markets in Central and Eastern Europe. Trader Media East produces 236 print titles, with 5 million readers per week and hosts 9 websites, with 3.1 million unique monthly visitors. Trader Media East was founded in November 2005 and comprises former operations of Trader Classified Media N.V. It employs 4,500 people in 8 countries. Trader Media East's shares in the form of GDRs are traded on the London Stock Exchange under the symbol TME.

Our branded classified advertising websites and publications and related specialized services have leading positions in specific markets in the following countries: Belarus, Croatia, Hungary, Kazakhstan, Lithuania, Poland, Russia and Ukraine.

### **About Rambler Media Holdings**

Rambler Media is an integrated and diversified Russian language media, entertainment, services and content delivery company with three main segments: Internet services; mobile value added services; and television broadcasting. Rambler Media operates businesses including the Russian language Internet portal and search engine Rambler.ru; on-line news site Lenta.ru; broadband ISP Rambler Telecom; interactive advertising company Index20; mobile content service provider Rambler Mobile; and entertainment TV network Rambler TV. Rambler Media's shares are traded on the AIM market of the London Stock Exchange under the symbol 'RMG'.

For more information on Rambler Media, visit their corporate website at [www.ramblermedia.com](http://www.ramblermedia.com).

### **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.

These forward-looking statements speak only as of the date of this document. We expressly disclaim any obligation or undertaking to release publicly any updates or revisions to any forward-looking statement contained herein to reflect any change in our expectations with regard thereto or any change in events, conditions or circumstances on which any forward-looking statement is based.

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