



**FOR IMMEDIATE RELEASE**

**18 July 2008**

**RAMBLER SIGNS SEARCH AND ADVERTISING AGREEMENT  
WITH GOOGLE IN RUSSIA**

Rambler Media Ltd. ("Rambler" or "the Company"), operating one of Russia's most popular internet brands, today announces that it has signed an agreement with Google to use Google's search and contextual advertising technology through its AdSense for Search and AdSense for Content advertising programmes on [www.rambler.ru](http://www.rambler.ru).

Under the agreement, search queries made on Rambler's home page [Rambler.ru](http://Rambler.ru) and through the Rambler Search function will be enhanced by Google. Rambler will display Google ads alongside natural search results. This agreement will allow Rambler to enhance user experience. Rambler will continue to operate its own brands, web properties and other advertising services.

**Mark Opzoomer, Chief Executive Officer of Rambler Media**, commented: "Today's agreement reflects Rambler Media's strategy to improve our ability to serve our users, advertisers and partners in Russia. Through this agreement with Google, the world's most popular search engine, we will offer Rambler users the best search available and generate superior monetisation from related adverts and sponsored links. As a result we will focus our search resources towards accelerating our development of key, vertical search businesses, (including product ([price.ru](http://price.ru)), property and auto) and creating exciting daily media and entertainment services. This is a further step in our ambition to best serve our users, advertisers and partners and successfully build Russia's leading gateway to the web."

"We are delighted to work with Rambler, an innovative and dynamic company in Russia. The agreement means together we can enhance Rambler's web search with our technology and provide ads at [rambler.ru](http://rambler.ru)" said **Mohammad Gawdat, Managing Director Emerging Markets, Google**. "This agreement illustrates our commitment to investing in Russia, where online advertising is currently experiencing rapid growth. We are very excited about the opportunity to deliver more relevant search and ads to users and provide advertisers and publishers with better advertising technology to help them succeed in their own businesses. And of course we look forward to working with Rambler."

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**For further information, please visit [www.ramblermedia.com](http://www.ramblermedia.com) or contact:**

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**ABOUT RAMBLER MEDIA**

Rambler Media is an internet media and services group which operates or has interests in leading Russian language internet brands including the original Russian internet homepage and search engine 'Rambler.ru', on-line newspaper 'Lenta.ru', product comparison website 'Price.ru', internet catalogue and navigation system 'Top 100', instant messaging service 'Rambler-ICQ', digital advertising agency 'Index20' and contextual advertising company

**'Begun'. Rambler Media's shares are traded on AIM, the junior market of the London Stock Exchange under the symbol 'RMG'. For more information on Rambler Media, visit our corporate website at [www.ramblermedia.com](http://www.ramblermedia.com).**

This release contains certain forward-looking statements with respect to the financial condition, results of operations and business of the Company. These forward-looking statements represent the Company's expectations or beliefs concerning future events and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Nothing in this disclaimer is intended to nor does it affect the Company's obligations and responsibilities pursuant to the AIM Rules for Companies.