



**FOR IMMEDIATE RELEASE**

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## **RAMBLER MEDIA LAUNCHES RAMBLER-ICQ 6**

### **The latest version of Rambler and ICQ's co-branded instant messaging service with new and improved features for enhanced user experience**

Rambler Media Ltd. ("Rambler" or "the Group"), a leading provider of internet and media services to the global Russian-speaking community, today announces the launch of ICQ 6, the latest version of instant messaging service, co branded Rambler-ICQ. The new service from Rambler-ICQ combines the benefits of ICQ's robust instant messaging application with Rambler Media's top-tier content and web services.

Rambler-ICQ 6 is a unified platform that reinvents the overall user communication experience by offering an entire suite of digital communication tools, integrated seamlessly in a single message window: IM, voice messaging and video conferencing.

Rambler-ICQ 6 includes the following exciting features:

- Top notch voice capabilities - users can now enjoy high quality pc to pc calls free of charge.
- Grouped conversations - users are able to manage all active conversations in one message window by using tabs.
- Quick IM - a feature that offers users the option to send a message to a contact without opening a full message window.
- Game platform- now users can access all of ICQ's favorite games from a single 3D virtual platform. The user can invite his friend to a multi player game directly from the conversation window.

Additional features, allowing users to transform their communication into an even more personalized and intuitive experience will be available in the future.

Rambler ICQ 6 is available at <http://icq.rambler.ru>.

ICQ is the leading instant messaging provider in Russia attracting more than 6 million users each month. One in every three ICQ users in Russia uses Rambler-ICQ's co-branded service, which combines the benefits of ICQ's robust application with Rambler search, content, email and other services.

"ICQ is proud to announce the launch of its flagship product, ICQ 6, in partnership with Rambler" said Ofer Oved, VP ICQ. "Now, over 6 million users in the Russian market benefit from a more advanced and unique experience of communicating with their online community, combined with a rich content and services offered by Rambler".

Rambler Media is the exclusive reseller of all ICQ advertising inventory in Russia. With the launch of the co-branded service, Rambler and ICQ have created a tailored media vehicle for advertisers wanting to establish an ongoing dialogue with millions of young urban internet users in Russia. In 2006, Rambler-ICQ generated US\$2.3 million in revenue.



Mark Opzoomer, CEO of Rambler Media, commented: "We are excited by the launch of Rambler-ICQ 6, the latest version of our successful instant messaging service with our partners and the best version available to date. Rambler-ICQ 6 offers a superior communication experience that will truly reinvent instant communication by enabling users to easily interact in various ways – chat, voice and video. The service is very popular, in particular with the young audience across Russia and we trust that this audience will quickly embrace this new version, reinforcing the strong position of the Rambler and ICQ brands in the Russian market."

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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 a diversified Russian language media and services group which operates or has interests in leading internet properties including the original Russian internet portal and search engine 'Rambler.ru', on-line newspaper 'Lenta.ru', price comparison website 'Price.ru', internet tracking system 'Rambler Top 100', instant messaging service 'Rambler-ICQ', high-tech portal 'Ferra.ru', interactive advertising Group '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).

#### **ABOUT ICQ**

ICQ is a leading instant messaging service provider with a global online communications community. The company's robust instant messaging software, enhanced communications features and dynamic community are available in 20 languages free of charge at [www.icq.com](http://www.icq.com). ICQ, created in 1996 by the Israel-based company, Mirabilis, is now wholly owned by AOL LLC. ICQ and the flower logo are registered trademarks of AOL LLC in the USA and other countries in the world.