



FOR IMMEDIATE RELEASE

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RAMBLER NAMED OFFICIAL TITLE SPONSOR OF THE RUSSIAN FOOTBALL CUP

Rambler Media Ltd. ("Rambler"), operator of one of Russia's most popular internet brands, today announces that it has signed a four-year strategic partnership with the Russian Football Union (RFU) to become the official title sponsor of the *Russian Football Cup*.

The competition, which will now be known as the *Rambler Russian Football Cup*, is one of Russia's most popular sporting events. More than 100 teams from all over Russia take part in the annual knock-out competition. The winning team has the chance to play against the winner of the *Russian Premier League* for the *Russian Super Cup*, and to represent Russia in the *UEFA Cup*.

Rambler's sponsorship, which reflects the brand's heritage and commitment to sports, will start with the semi-final matches of last year's tournament, taking place on 16 April 2008. The final match of last year's season will be held in Moscow on 17 May 2008 and is expected to receive extensive media coverage in the context of Russia's *UEFA Euro 2008* qualification. First round matches of the new tournament started today, 15 April 2008 and the final will take place in May next year.

As part of its sponsorship, Rambler will launch a dedicated website, which is expected to attract millions of visitors across Russia. The site will provide exclusive real time coverage of all the matches and will be a unique and innovative place for fans, players and football experts to watch, celebrate and discuss Russian football.

The Rambler Football page will enable fans to find all tournament timetables, constant updates on scores, access to exclusive photo, audio and video content and interviews with players and coaches. Fans will also be able to watch the *Russian Football Cup* matches online, a new way of experiencing football.

Mark Opzoomer, Chief Executive Officer of Rambler Media commented: "We are delighted and very proud to announce our partnership with the Russian Football Union for the sponsorship of the *Russian Football Cup*. Rambler's sponsorship will further contribute to the promotion and development of the competition at all levels and fits in well with our strategy to become Russia's favourite homepage. By its size, the number of teams taking part, the number of matches played and its geographic reach, it is an event that inspires real passion and captures the imagination of all football supporters across Russia. By creating a dedicated Rambler football website, we aim to bring millions of fans together to watch football and share their emotions on the internet, as a natural extension to stadium and TV."

Russian Football Chief **Vitaly Mutko** commented: "We are delighted to name Rambler as the official title sponsor of the *Russian Football Cup* and are convinced that this will benefit fans, players and the development of football itself in Russia. Thanks to Rambler, fans will be able to read coverage of the tournament and communicate with other fans in a totally new way and we hope that this broader coverage will attract a great audience. Rambler's dedicated site will also enable fans to watch games online, an exclusive service that we hope will become more common in Russia in the future".



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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.