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RAMBLER SELECTS BLINKX TO POWER NEW VIDEO SEARCH FEATURE

Rambler Media Ltd. ("Rambler"), operating one of Russia's most popular Internet brands, today announces that it has signed an agreement with blinkx, one of the world's largest and most advanced video search engines (www.blinkx.com) to power Rambler's new video search feature. The free service will provide Rambler users with easy and efficient access to a unique index of Russian video content. Under the terms of the agreement, revenue from banner advertising related to the dual project will be shared between Rambler and blinkx.

Rambler's new video search feature will benefit from blinkx's advanced technology to bring its audience accurate, relevant results. Users will be able to find all their favourite videos more easily available than ever before. Unlike other video search engines which rely on misleading titles and tags to analyse video files, blinkx uses a combination of speech recognition and advanced visual analysis technologies to yield the most accurate search results possible.

Rambler's video search database now contains over 3 million video clips, all coming from Russian language Web sites. The index is continuously being updated and Rambler users will soon be able to search through videos from European websites as well, giving them access to video material from the entire World Wide Web.

Anna Znamenskaya, Rambler's Chief Sales & Partnership Officer, commented: "As part of our strategy to make Rambler an open gateway to the Web and offer Russian users the best of the Internet, we are extremely pleased to have entered into a partnership with blinkx, a company that provides the best in video search technology. The use of their technology will greatly benefit Rambler and our users. We expect the new Rambler video search to become popular with Russian Internet users as more and more Russians are spending more time online and using more multimedia devices. The launch is one of many projects that we are developing to continue to fire up user experience and to build the largest online Russian community."

"Russia is one of the largest, fastest growing Internet markets in Europe, and we're delighted to partner with Rambler, one of the country's most prominent media companies," said Suranga Chandratillake, founder and CEO, blinkx.

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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 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.

ABOUT BLINKX

blinkx plc (LSE AIM: BLNX) is the world's most comprehensive video search engine. Today, blinkx has indexed more than 26 million hours of audio, video, viral and TV content, and made it fully searchable and available on demand. blinkx's founders set out to solve a significant challenge – as TV and user-generated content on the Web explode, keyword-based search technologies only scratch the surface. blinkx's patented search technologies listen to – and even see – the Web, helping users enjoy a breadth and accuracy of search results not available elsewhere. In addition, blinkx powers the video search for many of the world's most frequented sites. blinkx is based in San Francisco and London. More information is available at www.blinkx.com.