



**FOR IMMEDIATE RELEASE**

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**RAMBLER SIGNS AGREEMENT WITH IMHO VI TO EXTEND AD  
CAMPAIGNS ON MOBILE PHONES USING WAP**

Rambler Media Ltd. ("Rambler"), operating one of Russia's most popular internet brands, announces that it has signed an agreement with ZAO IMHO VI ("IMHO VI"), a subsidiary of Video International Group ("Video International"), the largest media advertising operator in Russia, to extend ad campaigns on mobile phones using Wireless Application Protocol ("WAP") enabled services.

As part of the agreement, IMHO VI will generate additional sales revenue from advertising campaigns placed on Rambler's internet properties and viewed by mobile phone users throughout Russia. The agreement further reinforces Rambler's strategic partnership agreement with IMHO VI, which has been in place since October 2007.

The global mobile advertising market is developing rapidly. According to UK research company "*Juniper Research*", the market is forecast to grow 42% on average per annum to reach US\$2 billion by 2013. Other research companies also recognise the increasing potential of this market. According to "*eMarketer*", mobile advertising could reach US\$3.8 billion by 2013 while "*ABI Research*" estimates the market may reach US\$5 billion.

**Anna Znamenskaya**, Rambler's Chief Sales & Partnership Officer, commented: "This is a very exciting development for Rambler and for advertisers. Like in the rest of the world, mobile advertising has started to emerge in Russia and is estimated to be worth US\$5 million in 2008. Mobile penetration is much higher in Russia than PC penetration and it is expected that more people will use their mobile phones to go online in the future, making mobile advertising particularly important. For Rambler, it is essential to give our advertisers multiple access to their target audience through innovation. We are pleased to partner with IMHO VI to deliver this valuable service to them. Mobile advertising is a highly effective advertising channel as CTR (Click Through Rates) in mobile advertising are typically higher than in regular banner advertising seen on the web."

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

Rambler Media  
Mark Opzoomer  
Tel. +7 495 500 3826

Shared Value Limited  
Nicolas Duperrier  
Tel. +44 (0) 20 7321 5010  
[rambler@sharedvalue.net](mailto:rambler@sharedvalue.net)

ING Wholesale Banking  
Daniel Friedman / Francis Moore  
Tel. +44 (0) 20 7767 1000

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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 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).**