



**FOR IMMEDIATE RELEASE**

**9 July 2008**

## **RAMBLER MEDIA INTRODUCES A NEW 'AUTOMOTIVE' VERTICAL TO ITS HYBRID SEARCH ENGINE**

Rambler Media Ltd. ("Rambler"), operating one of Russia's most popular internet brands, announces the introduction of a new 'Auto' search vertical category in Rambler's hybrid search engine (<http://beta.rambler.ru>). The new vertical enables users to search for cars and filter results according to their relevancy. Users are able to refine their vehicle searches by model, price, year of production, mileage and the date of advertisements placed on a wide range of market places. Search results can also be prioritised by location and are further enhanced by the appearance of relevant car images.

Rambler's hybrid search engine, launched in April this year, provides users with new extended search capabilities. Users are able to simultaneously search the internet for results indexed by Rambler, as well as other vertical information sites such as news, price comparison and product review sites, weather forecasts, job vacancies, maps, and horoscopes as well as Wikipedia and Afisha. By making its search engine more open and structured, Rambler is significantly improving the user experience through higher levels of relevancy and completeness in search results.

**Arkady Moreynis**, Rambler's Chief Product Officer said: "One of the biggest challenges for today's search engines is in structuring the way relevant search results are presented to users. Search is one of the areas that we want to enhance to attract more users to Rambler and drive them to our media content and other websites. We are developing innovative products that respond to users' needs and we continue to keep abreast of all the latest technological developments in internet search. We are delighted to introduce a new vertical focused on automobiles, a key category in terms of user and advertising popularity and we will be looking to add other relevant verticals to our search tool in the future."

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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).