



FOR IMMEDIATE RELEASE

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**RAMBLER AND BEGUN TO LAUNCH NEW INTEGRATED SERVICES
AIMED AT GROWING CONTEXTUAL ADVERTISING REVENUES**

Rambler Media Ltd. ("Rambler" or "the Group"), a leading provider of internet and media services to the global Russian-speaking community, today announces that it is preparing to launch new integrated services with its contextual online advertising agency ZAO Begun ("Begun"). Rambler Media acquired control of Begun in August 2007, having acquired a further 25% stake in Begun to take Rambler's stake in the agency to 50.1%.

Begun is one of Russia's leading search and contextual text based advertising platforms with a network of **40,000** individual advertisers and over **65,000** partner distribution sites.

As Begun's main traffic generator, Rambler intends to maximize the number of internet users who use its search engine and see adverts generated through Begun in Rambler's sponsored search results. In parallel, Rambler intends to attract a growing number of advertisers who wish to benefit from the unique audience reach that Rambler and Begun can offer together.

New integrated services include the possibility for Begun's partner sites to place the **Rambler Search tool bar** on their website free of charge, enabling visitors to search the internet from that page directly. This new service is an opportunity for Begun's small and medium sized partners to offer new high quality services to their customers on their website while increasing their potential revenue. If a visitor uses the Rambler search tool bar on a partner's site and clicks on a contextual advert generated by Begun in the search results field, the partner who provided the search tool bar on its site will receive a share of the pay per click fee.

Rambler and Begun have also launched an advertising model built around user behaviour. The service, which is available on Rambler Mail, enables Begun's advertisers to reach individual Rambler email inboxes based on relevant pages visited by users, without invading user privacy.

Mark Opzoomer, Chief Executive Officer of Rambler, commented: "By making the Rambler search tool bar available on Begun's partners' individual sites and by tailoring the way adverts are generated around user behaviour, we are creating new opportunities for thousands of businesses to reach millions of internet users in Russia every day. This integrated offering by Rambler and Begun will be extended in the future to cover other vertical services such as Rambler Finance, Rambler Sports and Rambler Top 100 among others and should enable us to capture a greater portion of the Russian contextual advertising market."

Alexey Basov, General Director of Begun further commented: "Begun is today one of the leading and most efficient contextual advertising agencies in Russia reaching millions of internet users each day. We believe that by launching integrated services with Rambler, a key partner for us, we will be able to provide our advertisers further effective solutions to reach a greater number of potential consumers."



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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.