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Rambler Media named the official internet partner of “*Star Factory*”, one of Russia’s most successful prime-time television shows

Rambler Media Ltd. (“Rambler” or “the Group”), a leading provider of internet and media services to the global Russian-speaking community, announces that Rambler has been named as the official internet partner of “*Star Factory*” (“*Fabrika Zvezd*”), a very popular talent contest and reality television show, now in its seventh series. The show is broadcast on “Channel One” (“*Pervyi Kanal*”), Russia’s largest TV channel by audience share, with an international audience of more than 200 million viewers. As part of this partnership, a unique weekly competition open to users of Rambler’s internet portal, www.rambler.ru, is being launched to give Rambler’s users the opportunity to enter “*Star Factory*”.

“*Star Factory*” is one of Russia’s most popular TV shows and is aired on “Channel One” that has a domestic and international TV audience extending to the CIS, Europe, Asia, North America and Australia. Potential contestants are required to leave recordings and photos of themselves on Rambler’s internet portal, for other users to vote for their participation in “*Star Factory*”. The rambler.ru site user with the highest number of votes each week will earn the opportunity to perform on the “street scene” of “*Star Factory*”, to compete for a guaranteed place in the “*Star House*” as a reserve performer for the show. Rambler has also created a blog on the Rambler Planeta portion of Rambler’s website, <http://planeta.rambler.ru/>, where on-line diaries and video materials, not available to view on “Channel One”, will also be available for viewing.

Mark Opzoomer, CEO of Rambler Media, commented: “We are delighted to be able to offer our users this unique opportunity to participate in “*Star Factory*” and we fully expect the television audience and internet community participation to further boost traffic to Rambler’s internet portal.”

For further information, please visit www.ramblermedia.com or contact:

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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 oldest 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.