



FOR IMMEDIATE RELEASE

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**RAMBLER MEDIA APPOINTS ALEXANDER KOVALEV
AS PUBLIC RELATIONS DIRECTOR**

Rambler Media Ltd. ("Rambler" or "the Group"), the media group operating one of Russia's most popular internet sites and providing general interest news and services to the Russian-speaking online community, is pleased to announce the appointment of Mr. Alexander Kovalev as the Group's new Public Relations Director with immediate effect.

Alexander Kovalev will head Rambler's PR department, which was created following an internal organizational review. He will report directly to Zhanna Beletskaya, Rambler's Chief Marketing Officer. His appointment reflects Rambler's plans to intensify its corporate communications and marketing activities moving forward. Alexander's role will be to enhance Rambler's reputation in the Russian internet and advertising market by interacting with the media, customers, partners, the financial community and the broad community of users of Rambler's services. His responsibilities will include the development of strategic PR initiatives and objectives, supporting the launch of new products and services, the coordination of brand-building activities and events across the Group, as well as the development of Rambler's wider marketing activities.

Before joining Rambler Media, Alexander Kovalev had been PR Director at Video International Trend Group since July 2005. Prior to this, he worked as Marketing and PR Director at the Political News Agency 'APN' and as Director of PR and Advertising at the "Russian Journal", a daily news website. In addition, he was involved in the development of the PR and marketing plan for the new branch of Actis Systems business, as well as for the Institute of Communication Management at the Higher School of Economics. Alexander is a graduate and post-graduate of the History department of Moscow State University and a graduate of the London PR School, at which he lectured on "Business Communications Support – Advertising & PR on the Internet".

Mark Opzoomer, CEO of Rambler Media, commented: "We are delighted to welcome Alexander to Rambler Media. His experience and reputation in the Russian PR industry will strengthen our team and further enhance our corporate communications effort. This appointment is part of our broader marketing initiatives to support a positive perception of Rambler in the market."



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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.