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PRESS RELEASE

Boots and 36.6 celebrate the first anniversary of co-operation by launching new brands

November 23, 2006, Moscow. Boots, the leading retailer of health and beauty products from the United Kingdom, and its exclusive distributor Pharmacy Chain 36.6 take stock of the first year of operations on the Russian market and launch a number of new brands.

Boots products were introduced to the Russian consumers in November, 2005. Five brands of the legendary British company, namely No.7, Botanics, Mediterranean, Natural Collection and Toni&Guy appeared in 36.6 drugstores at that moment. It took Boots just one year to achieve considerable success on the Russian market. By the end of 2006, the products can be acquired in 230 pharmacies of the 36.6 chain in 20 cities all over the country. No.7, Botanics and Toni&Guy brands became most popular among Russians both in Moscow and in other regions. The results achieved inspired Boots to launch four more brands in Russia: in December, the products under such famous names as FCUK, Time Dimensions, The Sanctuary, French Lavender and Damask Rose will become available in the selected stores of Pharmacy Chain 36.6.

"36.6 and Boots can be proud of the results achieved after just one year of co-operation, – says Oleg Anikin, Business development director of the Pharmacy Chain 36.6. – Not only have we successfully marketed new brands which had been unknown in Russia before, but also created a unique 36.6 consumer basket. The introduction of four new Boots brands answers the aim of 36.6 to always offer the customers only interesting goods and to provide them with new positive emotions from shopping in our stores."

"Boots is celebrating its one year anniversary of implants in 36.6 stores in Russia, – says Michael Caves, the Boots Regional manager for Russia. – Quality British Boots products are stocked in 150 stores across seven regions. The Boots implants are executed to the highest level and we look forward to bringing Boots brands to more Russian customers next year."

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Boots is a leading manufacturer and distributor of health and beauty products in the United Kingdom. The history of the Company started over 150 years ago when John Boot opened his first store in the English town of Nottingham in 1849. Nowadays, the retail network of Boots numbers 1450 stores in the United Kingdom. Besides, Boots products are represented by exclusive partners of the Company in a number of European and Asian countries as well as in the United States. In June 2006, a merger of The Boots Group Plc and Alliance Unichem Plc. took place. As a result, a new major player, Alliance Boots, appeared on the market of health and beauty products. Today, the Group owns a network of 3000 retail stores in 17 different countries. By the most conservative estimates, Alliance Boots serves 125 thousand of wholesale buyers including independent drugstores. The vast range of Boots includes its own brands, such as No. 7, Botanics, etc., and exclusive products of other manufacturers, such as Toni&Guy, The Sanctuary, etc. As for Russia, Boots products have been exclusively represented in Pharmacy Chain 36.6 since November 2005. Today, five Boots brands are available in Russia, namely No.7, Botanics, Natural Collection, Mediterranean, and Toni&Guy. Beginning in December 2006, four new Boots brands will appear in 36.6 pharmacies, namely FCUK, The Sanctuary, Time Dimensions and Florals (French Lavender and Damask Rose).

- FCUK – fashion brand for skin, body & haircare
- Florals (French Lavender and Damask Rose) – skincare products based on pure flower extracts
- The Sanctuary – luxury SPA-products from the world-known Covent Garden SPA-salon (London)
- Time Dimensions – age-defying cosmetics created by Boots Laboratories

Pharmacy Chain 36.6 is the first public national health and beauty retailer listed in the "B"-list on RTS (ticker: APTK). Market capitalisation as of 01.10.06 was USD 350 million based on RTS share prices. The Company currently operates 757 stores in 23 regions and 70 cities in Russia. OAO Veropharm, the Company's generics subsidiary, is one of Russia's top five manufacturers (according to Pharmexpert research). Veropharm's shares are traded on RTS (ticker: VRPH). Market capitalisation as of 01.10.06 was USD 280 million based on RTS share prices. ZAO Apteki 36.6 is one of the founding members of the Russian Association of Pharmacy Chains (RAPC). Pharmacy Chain 36.6 is a participating member of the international retailers' organizations – NRF and NACDS. Pharmacy Chain 36.6 employs over 8000 people.

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