



PRESS RELEASE

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MILA – A NEW FORMAT FOR STORES IN THE REGIONS

DECEMBER 21, 2006 – MOSCOW – Pharmacy Chain 36.6 [MICEX: RU14APTK1007; RTS: APTK] presents its new sales concept for the Russian retail market. Mila is a neighbourhood store that offers both pharmacy products and everyday consumer goods. Mila stores stand out with their convenient locations, wide selection of popular products and highly competitive prices. The first three stores have been opened in cities in the Nizhny Novgorod region.

The design of the stores was developed by the British agency Ignite Retail Design. The average trade space of the retail area of the new stores is around 150 square meters, of which 35 square meters are devoted to pharmacy supplies.

The assortment of goods offered at Mila stores totals approximately 3500 items in the pharmacy and another 5000 everyday consumer goods. The assortment includes both over-the-counter and prescription pharmaceuticals, household products, popular cosmetics and pet supplies. In terms of pricing Mila stores are positioned as a discounter. The average receipt is around 135 roubles.

"Mila stores are opening in densely populated city districts in large, closed-format pharmacy premises that would be unprofitable to rebrand as 36.6 pharmacies. The results of our assessment of this new format, which will take place in 6-9 months, will determine how this project will develop in the future," says Oleg Aninkin, Strategic Development Director at Pharmacy Chain 36.6.

Mila stores are located at the following addresses:

Nizhny Novgorod, Tereshkovoy st., 6A
Dzerzhinsk, Lenina st., 85
Bor, Oktyabrskaya st., 78

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or refer to the Company's web-site

www.pharmacychain366.com

Notes to the Editor:

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.

As of October 1, 2006 Company 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 8.000 people.

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