



Press-release

The 3rd of April, Moscow

**5 Russian retail market leaders
will present Malina to millions of Muscovites**

Moscow, the 3rd of April 2006 — Russian consumer market leaders — companies «Ramenka», «VimpelCom», «Pharmacy chain 36.6», TNK-BP and «Rosinter Restaurants» — announce the beginning of new strategic partnership. The companies decided to launch a new Loyalty Program MALINA™; according to experts it will attract 3–4 million members and their families in Moscow and Moscow Region during 2006–2007.

The partners intend to invest more than 6.5 million to promote the MALINA™ program. The company Loyalty Partners Vostok (LPV), specially founded by the founder-companies for MALINA™'s realization, will coordinate the program.

Financial investment to the program varies for each participating company. It depends on company's business volume. The investment ranges from 1 to 1.5 million. The partners' total investment in the program is \$ 10.4 million.

The company «Rosinter Restaurants Holding» initiated the project. In 2004 the president of the Rostik Group Rostislav Ordovskiy-Tanaevskiy Blanco commissioned the British company CM4P UK Ltd. to determine the marketing strategy for launching multi-retailer loyalty program in Russia. The project has taken 1.5 year to develop and as the result - on the 3rd of April 2006 all the partners' points of sales (approximately 350 in Moscow and Moscow region) will start signing-up members at the program MALINA™. The main difference between the new program and the already existing ones in the Russian market:

- One card functions in all partners' 350 points of sales in Moscow and Moscow region
- All family members accumulate points on one account (2 cards Malina™ are distributed during the registration, you can request 2 more additionally)
- Points can be exchanged for various qualifying goods and services which you can find in the Malina™ Reward Catalogue.

Loyalty program MALINA™ is based on the world's best experience in managing consumer behavior of the clients and at the same time it is adapted to the realities of the Russian market. Such company coalitions have existed in the West for a long time and proved their viability.

According to the plans of the company Loyalty Partners Vostok, at least 5 other companies from different consumer market fields will join the program by the end of 2006. After mastering Moscow market the program MALINA™ intends to win over the regions.





МАЛИНА™

Накопительная программа для всей семьи

Loyalty Partners Vostok general director Erick Bare:

“We have run extensive research to ascertain consumer needs and taken great pain to make MALINA a superior program that really rewards consumers for their daily shopping. With MALINA we want them to be able to earn Points quicker and get a wide choice of attractive, emotionally satisfying and achievable rewards through one single card.

In the increasingly competitive retailing environment, even the largest single loyalty programme is fighting hard to win a permanent place in the mind and wallet of their membership. MALINA offers a revolutionary and cost-effective response.

By participating in the MALINA program, our retail partners are looking for a long-term strategic advantage over their competitors, built around unique capabilities to acquire new customers and segment more accurately their target market. This is the LPV business mission. We do only this, and we try to do it very well.”

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