



PRESS-RELEASE

FOR IMMEDIATE RELEASE

SEPTEMBER 22, 2005

PHARMACY CHAIN 36.6 LAUNCHES REGIONAL ADVERTISING CAMPAIGN

22 SEPTEMBER 2005, Moscow – OAO Pharmacy Chain 36.6 would like to announce the launch of the first regional TV advertising campaign in the Company's history.

Pharmacy Chain 36.6's advertising campaign will begin on September 23 and will cover 11 Russian cities, including St. Petersburg, Nizhny Novgorod, Ufa, Saratov, Samara, Kazan, Volgograd, Rostov-on-Don, Voronezh, Lipetsk and Belgorod.

Valeria, a popular Russian singer, has been chosen as the face of this advertising campaign. Her son Arseny also appears in the commercial.

The current advertising campaign was developed by BBDO Moscow, which won the tender that was conducted by Pharmacy Chain 36.6. Media-Wise, a member of BBDO Group, will be responsible for planning and purchasing media for the advertising campaign. Television will be the major advertising medium. A total of six commercials have been filmed, including four commercials lasting 30 seconds and two commercials lasting 20 seconds.

Darya Kaplunova, marketing director:

"It is important for us to present the 36.6 pharmacies to regional customers as an all-Russia health and beauty retailer, which determines nationwide standards in the pharmacy industry. We also want to increase consumer awareness of the 36.6 brand and inform consumers about the main values of our brand.

We chose Valeria because her lifestyle is similar to the philosophy of our pharmacies – stores that offer a full range of products for a healthy family. Valeria represents perfectly the target audience of Pharmacy Chain 36.6 – a woman who takes care of herself and her family, is interested in the latest innovative products and is responsible for purchasing products for the health and beauty of the entire family."

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or refer to the Company's web-site

www.pharmacychain366.com

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Notes to the Editor:

Pharmacy Chain 36.6 is the first public national health and beauty retailer listed both on MICEX (ticker: RU14APTK1007) and RTS (ticker: APTK). Market capitalisation as of 01.09.05 was approximately USD 200 million based on RTS share prices.

The Company currently operates over 300 stores in 14 regions and 45 cities in Russia.

Veropharm, the Company's generics subsidiary, is one of Russia's top five manufacturers.

Pharmacy Chain 36.6 is one of the founding members of the Russian Association of Pharmacy Chains (RAPC).

Pharmacy Chain 36.6 employs over 6,000 people.

Some of the information contained in this press release may contain projections or other forward-looking statements regarding future events or the future financial performance of Pharmacy Chain 36.6 OJSC, as defined in the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. We wish to caution you that these statements are only predictions and, those actual events or results may differ materially. We do not intend to update these statements to conform them to actual results. We refer you to the documents Pharmacy Chain 36.6 OJSC files from time to time with the Russian Federal Securities Commission. These documents contain and identify important factors. These factors could cause the actual results to differ materially from those contained in our projections or forward-looking statements, including, among others, potential fluctuations in quarterly results, and risks associated with our competitive environment, acquisition strategy, ability to develop new products or maintain market share, brand and company image, operating in Russia, volatility of stock price, financial risk management, and future growth.