



**PRESS-RELEASE**

FOR IMMEDIATE RELEASE

**JANUARY 25, 2006**

**PHARMACY CHAIN 36.6 OPENS 36.6 CONCEPT STORE**

JANUARY 25, 2006, MOSCOW – OAO Pharmacy Chain 36.6 [RTS: APTK; MICEX: RU14APTK1007] announces the opening of its concept store.

The 36.6 concept store has been created as the next step in the development of the modern urban pharmacy and provides a full picture of the brand and values of Pharmacy Chain 36.6. The innovative design and expanded assortment create a unique and comfortable atmosphere for shopping in this store of the future.

The design of the concept store was developed by Ignite Retail Design, one of the world leaders in retail premise design. The concept store shall offer a full assortment of prescription and OTC drugs, skin-care products, health and beauty products, as well as exclusive offers.

One of the unique characteristics of the new concept store is its comprehensive range of services. The store includes a phito-bar, a hand-and-nail SPA center and the first Vichy concept store, where customers will be offered a wide variety of cosmetics including some that are being made available in Russia for the first time. The concept store always has consultants from the leading producers of health and beauty products on hand to advise the customers.

The 36.6 concept store will offer the complete assortment of 36.6 private label products as well as products of the UK's Boots. The expansive assortment also includes wide range of products of P&G, Johnson&Johnson, Unilever, L'Oreal. The store will also introduce several brands that are being presented in Russia for the first time: Alessandro (Germany), Eclipse and Vitry (France).

The 36.6 concept store is open 24 hours a day and is located on Kutuzovsky Prospekt – one of the high retail streets of Moscow. The 36.6 concept store is the largest store in the 36.6 chain, situated in a two-level premise totaling over 550 square meters purchased by 36.6 in 2005.

## Commentary:

*Anton Parkansky, Managing director, Pharmacy Chain 36.6:*

"The 36.6 concept store represents the Company's vision of the future, reflecting our notion of what the best health and beauty store should be. The demands of customers are growing every day, as is the average ticket. And along with this our business model is improving. The design of the concept store takes into consideration the latest trends in the industry and new development possibilities for 36.6. After all, we are creating a new standard for the pharmacy sector and we are looking ten years ahead."

# # #

*For further information please contact:*

*Andrei Slivchenko,  
Corporate Finance &  
Investor Relations Director*

*slivchenko@oao366.ru  
Tel.: (+7495) 792 52 07*

*Mikhail Kolosov,  
Corporate Communications &  
Investor Relations Manager*

*kolosov@oao366.ru  
Tel.: (+7495) 792 52 07*

*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 30.12.05 was USD 196 million based on RTS share prices.*

*As of December 01, 2005 Company operates over 380 stores in 18 regions and 55 cities in Russia.*

*Veropharm, the Company's generics subsidiary, is one of Russia's top five manufacturers (according to Pharmexpert research).*

*ZAO Apteki 36.6 is one of the founding members of the Russian Association of Pharmacy Chains (RAPC).*

*Pharmacy Chain 36.6 employs over 7,000 people.*

***Concept store 36.6 is now operating on 26, Kutuzovsky Prospekt, Moscow***

---

THIS DOCUMENT IS NOT AN ADVERTISEMENT OF SECURITIES IN THE RUSSIAN FEDERATION, AND IS NOT AN OFFER TO SELL, OR AN INVITATION TO MAKE OFFERS TO PURCHASE, ANY SECURITIES IN THE RUSSIAN FEDERATION.

NOT FOR RELEASE, DIRECTLY OR INDIRECTLY, IN THE UNITED STATES OF AMERICA, AUSTRALIA, CANADA OR JAPAN.

The securities referred to herein have not been and will not be registered under the US Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold in the United States or to US persons unless the securities are registered under the Securities Act, or an exemption from the registration requirements of the Securities Act is available. No public offering of the securities will be made in the United States.

This communication is being distributed only to and is directed only at (a) persons outside the United Kingdom, (b) persons who have professional experience in matters relating to investments, i.e., investment professionals within the meaning of Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order"), and (c) high net worth companies, unincorporated associations and other bodies to whom it may otherwise lawfully be communicated in accordance with Article 49 of the Order (all such persons together being referred to as "relevant persons"). The securities are available only to, and any invitation, offer or agreement to subscribe, purchase or otherwise acquire such securities will be available only to or will be engaged in only with, relevant persons. Any person who is not a relevant person should not act or rely on this communication or any of its contents.