



OA O2TV changes name to Mediaholding

Moscow, January 16, 2013. OA O2TV (hereafter, "the Issuer") hereby notifies having changed its name to OA Mediaholding.

As a result, the Issuer implemented a resolution passed by the Extraordinary General Meeting of Shareholders dated December 13, 2012 on making amendments to the Charter, including a change in the name of the Issuer to OA Mediaholding.

After the name of the parent company is changed, Group O2TV, including the Issuer and its subsidiary, television channel O2TV, will be called Mediaholding Group of companies.

The Issuer's new name, Mediaholding, more accurately reflects the purpose for which Issuer was established and its core activity– management of media assets. In addition, the name Mediaholding can be easily translated into foreign languages without the meaning being lost, whereas the old name could not always be properly translated.

Aside from the name change the Issuer now has its own corporate logo.

About the company

OA Mediaholding (until January 2013) – OA O2TV) is the 100% owner of O2TV television channel (OOO O2TV) and manages the assets of this television channel. OA Mediaholding and O2TV television channel together make up the Mediaholding Group of companies. The shares of Mediaholding have been listed on the Moscow Exchange (ticker OVDA) since 2008. For more detailed information on OA Mediaholding and O2TV Channel please go to the site www.o2tvbiz.ru.

Some statements made in our News and Press Releases are not historical facts, and are to be considered merely forward-looking statements (forecasts). These statements include, but are not limited, to: plans, forecasts or guidance concerning our revenues, profits (losses), including profits/losses per share, dividends, equity structures, including shareholder capital, other financial indicators and ratios, and the investment program; statements made concerning our plans, purposes or tasks in operating activities; statements concerning future economic indicators; statements concerning the assumptions on which some statements are made. In addition, words such as "assume", "expect", "presuppose", "plan", "intend", "consider", "anticipate", and other such phrases used in the future tense shall be regarded solely as forward-looking statements, and not as an assurance that any such future events referred to therein will actually come true. In essence, the above-mentioned forward-looking statements (forecasts) shall be construed as integral risks, given that any such plans, expectations and other statements projected into the future may not materialize. The reader should be cognizant that the actual results of O2TV could differ materially from its plans, purposes, expectations, estimates and intentions as stated in such forward-looking statements by virtue of a number of risk factors. Should you rely on forward-looking statements, you should carefully analyze the above-mentioned facts and also other issues and events which are devoid of clarity, especially in light of the political, economic, social and legal environment in which the Company operates. Such forward-looking statements shall be deemed valid only on the date of their publication, and the Company shall not assume any obligation to update or review them, whether at the time when such information becomes available, when new events occur or for any other reason. The Company shall make no claims or provide no assurances that the results assumed in such forward-looking statements will be achieved, nor shall it publish any estimates regarding the probability that the results set forth in forward-looking statements will be reached. Forward-looking statements shall be regarded as merely one way in which a certain situation may unfold, and not necessarily the most likely or standard course of events.

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