

## **O2TV now available to all Moscow viewers**

Moscow, March 12, 2012. O2TV TV channel (O2TV or "the Company") hereby announces having been included in the Moscow television network owned by National Cable Networks (NCN). NCN's active subscriber base in Moscow stands at 2.9 mn subscribers (connected households) according to data posted on its website.

At present, O2TV's viewership numbers 16.3 mn people in 79 constituent entities and 3,000 cities, towns and villages in the Russian Federation, including 1.6 mn viewers in Moscow. O2TV also broadcasts in a number of cities in Kazakhstan. O2TV Channel targets a young people's audience which is comprised mainly of people aged 16-35 years. O2TV is a music and entertainment TV channel. Over 80% of the channel's air time consists of mainly Russian and foreign rock music, rap, r'n'b and other popular musical genres. Aside from music video clips, TV viewers will also be able to see the following programs on O2TV: "Your Technopark" (a cognitive program), "Point B" (a travel program), "No Holds Barred" (a social talk show featuring a variety of guests, including sports stars, leading politicians and businessmen).

### **Alexander Morozov, CEO of O2TV Channel:**

*"Our long-awaited goal has been achieved. O2TV is sufficiently well known in Russia, and therefore a variety of differing opinions on our present content can be found on the Internet. These discussions show that the content of our television channel does not leave viewers indifferent. We plan to keep all of our best programs, but changes in content can also be expected, and our viewers will all be notified of this in due time. But for the time being, I would like to wish all of our new audience pleasant viewing".*

### **Overview of O2TV Channel**

O2TV is Russia's first young people's television channel which targets an age group ranging from 16 to 35 years. The company commenced broadcasting in 2004. Nowadays, O2TV has the ability to reach 16.3 million viewers in 79 constituent entities and 3,000 cities and towns across Russia. Total coverage in Moscow stands approximately at 1.6 million people. In Moscow, the TV channel is broadcast on the networks of Rostelecom, AKADO, QWERTY, BeeLine-TV, Infokos Plus, Iskratelecom etc. Online broadcasts of the channel are also made on Russia's largest portals, video hostings and from the TV channel's official website. O2TV channel is owned by O2TV open-joint stock company (OAO), which has had its shares listed on Russian stock exchange MICEX since 2008. The charter capital of OAO O2TV amounts to Rub 140,000 and is divided into 140 m shares. For more details on the television channel and OAO O2TV, see the website [www.o2tv.biz/en](http://www.o2tv.biz/en) .

*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*



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*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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