



RUSSIAN STANDARD SURPASSES MAJOR MILESTONES

Russian Standard Bank welcomes 20,000,000th customer

Russian Standard Vodka Distillery Ships 1,000,000th Case

St. Petersburg, June 8 – Russian Standard, one of Russia's fastest growing and most dynamic companies, announced today that it has surpassed major customer and sales milestones in all its businesses, which encompass banking, insurance, vodka and spirits distribution.

Roustam Tariko, founder of Russian Standard, said, "We are building the best company in Russia, and the best Russian company abroad. Surpassing these milestones is an important reflection of our relentless commitment to world-class quality, products and service."

This week, Russian Standard celebrated the following achievements:

Russian Standard Bank, the country's leading consumer lending institution, welcomed its 20,000,000th customer. A pioneer of the consumer credit market in Russia, Russian Standard Bank issues over 70% of credit cards in Russia and 40% of point-of-sale loans. Building on its success as the exclusive issuer of American Express Cards in Russia, on June 1st the bank took over the merchant acquiring business for American Express in Russia. Since its founding in 1999, Russian Standard Bank has granted more than \$10 billion in loans.

Russian Standard Insurance has issued its 5,000,000th credit life insurance policy. Founded in 2003, Russian Standard Insurance is the largest credit life insurer and the second largest life insurance company in Russia.

Russian Standard Vodka's state-of-the-art distillery shipped its 1,000,000th case of Russia's No. 1 premium vodka, seven months after the facility was inaugurated in St. Petersburg. Russian Standard vodkas account for 60% of the Russian premium vodka market and are exported to more than 40 countries. Russian Standard was ranked the 4th fastest growing spirits brand in the world by IMPACT, a leading spirits industry magazine the U.S. Russian Standard vodka exports grew by 32% in 2006.

Roust Inc., one of Russia's leading spirits distribution companies, recently posted record sales of \$250 million, a 12% increase over 2006. The figure is significant, as it follows the departure of Diageo brands from Roust's portfolio last year. Roust quickly rebounded by signing new premium imported brands and sales so far this year are up more than 30%.

Russian Standard made the announcement at the beginning of the St. Petersburg International Economic Forum, for which it is a title sponsor. The milestones reached highlight the company's leading position in Russia's consumer marketplace and underscore Russian Standard's dedication to innovation and economic growth in Russia.

Visitors to the St. Petersburg International Economic Forum can find Russian Standard's exhibition at Pavilion 7, Stand C22.

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