OJSC “Company “M.video” announces the release of its H1 2010 consolidated Financial Statements prepared in accordance with IFRS and invites to a conference call and webcast.

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Moscow, August 30, 2010. OJSC “Company “M.video” (RTS, MICEX: MVID) announces the release of its consolidated Financial Statements for the half year ended June 30th, 2010 prepared in accordance with International Financial Reporting Standards (IFRS).

OJSC “Company “M.video” FS for the H1 2010 along with the presentation slides will be available in the Company’s website in the afternoon of Tuesday, August 31, 2010.

The management of “M.video” will hold a conference call and webcast followed by Q&A session on Wednesday, September 1st, 2010 at 16.00 p.m. Moscow time (13.00 p.m. London time).

The management team will be represented by the Company’s CEO Mr. Alexander Tynkovan, Mr. Chris Parks, CFO, and Mr. Denis Davydov, IR Director.

Dial-in numbers to access the conference call are as follows:

- +44 20 3003 2666 (UK)
- 8 499 272 43 37 (Russia)

Confirmation Code: M.video. Participants will have to quote the name of the Company to gain access to the call.

The webcast will be available live and after the conference call following the link:

http://www.thomson-webcast.net/de/dispatching/?event_id=5f222628b8f3648e3730d30d0177792e&portal_id=9457a201efc09509f34529fe6e96d71a

or via http://invest.m-video.ru.

The conference call will be held in English.

To help ensure the conference begins in a timely manner, we kindly ask all participants to dial in 5 to 10 minutes prior to the scheduled start time.

Shortly after the conference, the call recording will be available for downloading at http://invest.m-video.ru