



DIXY GROUP

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**SIBERIAN 'MEGAMART' HYPERMARKETS OPERATED BY DIXY GROUP
AWARDED THE 'BRONZE METER'**

Moscow, April 29, 2008

DIXY Group, one of the leading Russian companies on the food and FMCG retail markets, is glad to announce that the Group has received the Bronze Meter Award in the annual Golden Meter competition organized by the Eurasian Merchandising Institute (EAIM).

The Megamart hypermarkets operated by Dixy Group in Tyumen, in the Urals Federal District in West Siberia, have been awarded the Bronze Meter Award as "The Most Efficient and Interesting Merchandising Project Implemented on the Russian Market Over the Past Year."

The Award's organizing committee based its assessment of the projects participating in the competition on their concepts, including:

- Project ideas (know-how)
- Description of the concept for arrangement of merchandise
- Innovative technical solutions in the project (e.g., its links to an automation system, etc.)
- Materials and equipment used in the project
- Financial results of the project

Megamart is one of the four store formats developed by the Dixy Group. The Company operates three Megamart hypermarkets in Tyumen with an average space of 2,350 sq.m./store and the 20,500 items of merchandise. As of the end of Q1 2008, the Dixy Group operates a total of nine Megamarts.

In 2007, the USD revenue of the Megamart stores grew 33% and was \$126.8 million compared to \$95.2 million in 2006. Like-for-like USD sales appropriate to the store format increased by 9% in 2007 compared to 2006.

In Q1 2008, the revenue from retail operations of Megamart-format stores stood at \$43 million (1,042 million RUR), which exceeded same figure in USD in 2007 by 79.5% (RUR 65.3%).



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Press release



ADDITIONAL INFORMATION

The annual **Golden Meter** competition is organized by the **Eurasian Merchandising Institute (EAIM)** among retail sector enterprises, food and FMCG companies as well as consulting companies and trade equipment producers. The **Golden Meter** is a non-commercial award, established by professional industry players. **Website: <http://www.eaim.ru>**



DIXY GROUP
Press release

ОАО Dixy Group (RTS, MICEX: DIXY) is one of the leading Russian companies on food and FMCG retail market. The first Dixy store was opened in 1999 in Moscow and by 1st of April 2008 the Group has operated 393 stores, including 372 Dixy (discounter) stores, 9 Megamart (compact hypermarkets), 7 Minimart (supermarkets) stores and 5 V-Mart convenience stores in three Federal Districts of Russia: Central, North-West and Urals.

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By their nature, forward-looking statements involve risk and uncertainty because they relate to future events and circumstances, a number of which are beyond Dixy Group's control. As a result, actual future results may differ materially from the plans, goals and expectations set out in these forward-looking statements.

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