



ROLF launches BlueFish

Test Market of first Branded Used-car Network planned for June.
National Roll-out Planned for the beginning of autumn

Moscow, Russia – May 28, 2007 – ROLF, Russia's leading automotive business, announced the pre-launch test phase of BlueFish, a new company set up to capture the growing demand for hassle free, quality approved used-cars in the Russian market. Successful completion of this testing period, which will last for two months (June and July), will be the final development stage before this new exciting business is fully launched by the end of the summer.

The BlueFish offering is unique in the Russian market. Bluefish will focus on a " Safe, Easy, Fast" customer experience, that will offer a new approach to those people interested in used cars. BlueFish is the first company offering certification on used cars in Russia, which will guarantee quality and reliability of each BlueFish car.

Announcing the launch, Matt Donnelly, ROLF Group's Chief Executive said "The formal used car business is not a very well developed segment of the market. Whether you are selling your car or buying a used car it is a process that can be very time consuming, stressful and, in many ways, risky. We know that we have a waiting list of people who want us to find them a good quality used car. This demand from customers and potential customers has provided the momentum to conceive and launch BlueFish".

ROLF has had a team working on the BlueFish project for a number of months, during which time they have carried out detailed research into the used-car market and have studied examples from other countries.

BlueFish Director Grigory Ratts explained "It is very clear what customers are looking for, whether they want to sell their car, trade it in or buy a used car. They want to deal in a way that is safe, fast and straight-forward, backed by a brand that they can trust. BlueFish will do just that".

The BlueFish website that will be launched at the beginning of June will provide full details on all of these options as well as providing a facility through which potential customers can both see what their current car is worth – a price that will be guaranteed subject to a BlueFish inspection at a dealership – and the cars that are available to them for purchase.

Further details on the programme and the new range of financing plans that have been specially negotiated will also be announced at that time.

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