



News Release

MTS brand encompasses over 100 million subscribers globally

Gurgaon, July 20, 2009: Sistema Shyam TeleServices Limited (SSTL), a joint venture between Sistema (LSE: SSA) of Russia and Shyam Group of India, today announced that the number of subscribers that use mobile services under the MTS brand globally, have surpassed 100 million. MTS brand operates in seven countries, having a total population of more than 1.4 billion people.

Since the foundation of MTS company in Russia in 1993, MTS brand has successfully launched and developed in seven countries - Armenia, Belarus, India, Russia, Turkmenistan, Uzbekistan and Ukraine. MTS is the largest mobile operator in Russia and CIS countries by the number of subscribers.

In February 2009, Sistema Shyam TeleServices Ltd. launched the MTS brand in India.

Speaking on the milestone, **Mr. Vsevolod Rozanov, President and CEO, said** “This is a moment of great pride. Since the beginning, MTS has affirmed its leadership by providing quality wireless services amid increased competitive intensity in all its existing markets. We look forward to many more achievements, and create an outstanding success story for the brand in India as well.”

MTS is the 8th largest telecom brand in the world and recently been voted as one of the BRANDZ™ Top 100 Most Powerful Brands by Financial Times and Millward Brown.

It is also the most valuable Russian brand in the ranking and one of the 10 most valuable telecoms brands in the world as per the ranking. The MTS brand has risen 18 spots to become the 71st most powerful brand globally with a value of \$9.2 billion, up from \$8.1 billion in 2008.

Number of customers that get mobile services under MTS brand (by end of June 2009)

Companies Operating under MTS brand	Subscriber base	MTS brand launch date
Armenia	2.05 mln	K-Telecom launched MTS-Vivacell brand in September, 2008
Belarus	4.48 mln	Mobile TeleSystems JLLC launched MTS brand in June, 2002
India	1.3 mln	Sistema Shyam TeleServices Ltd launched MTS brand in February 2009
Russia	67.42 mln	MTS OJSC operates under MTS brand since 1993
Turkmenistan	1.25 mln	BCTI launched MTS brand in October 2005
Uzbekistan	6.53 mln	Uzdunrobita launched MTS brand in June, 2006
Ukraine	17.78 mln	UMC launched MTS brand in July, 2007

About Sistema Shyam TeleServices

Sistema Shyam TeleServices (SSTL) is a joint venture company between Sistema {LSE: SSA} of Russia and Shyam Group of India. Sistema is the majority share holder in this joint venture with a 73.71% equity stake, along with the Shyam Group, holding a 23.79% stake and the rest 2.5% being public partake. SSTL has spectrum to provide mobile telephony services in all the 22 circles across the country. In a recent development, SSTL tied up with Mobile TeleSystems OJSC of Russia to bring the globally acclaimed telecom brand-MTS-to India. MTS is the 8th largest telecom brand in the world and has recently been voted as the 71st ranked brand out of 100 top global brands in the world by Millward Brown.

For further details visit: www.mtsindia.in

About MTS

Mobile TeleSystems OJSC (“MTS”) is the largest mobile phone operator in Russia and the CIS. Together with its subsidiaries, the Company services over 95 million subscribers. The regions of Russia, as well as Armenia, Belarus, Turkmenistan, Ukraine, and Uzbekistan, in which MTS and its associates and subsidiaries are licensed to provide GSM services, have a total population of more than 230 million. Since June 2000, MTS’ Level 3 ADRs have been listed on the New York Stock Exchange (ticker symbol MBT).

For further details visit: www.mtsgsm.com

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