



## YAHOO! AND MTS SIMPLIFY MOBILE INTERNET ACCESS FOR MBLAZE USERS

- *Yahoo! and MTS co-branded page offers greater convenience to access and navigate the internet*
- *Easy access to MBlaze customer account information such as available balance, validity status, products, coverage, online recharge, etc*
- *MTS plans to offer this innovative service in local Indian languages*

**Gurgaon, 23 December 2010:** Yahoo! India and MTS today announced a service and content partnership for MBlaze, a high speed mobile broadband service by MTS. MBlaze users will now be able to access a Yahoo! and MTS co-branded page that will provide their account information and content including Yahoo! Mail, News, live TV and mobile search.

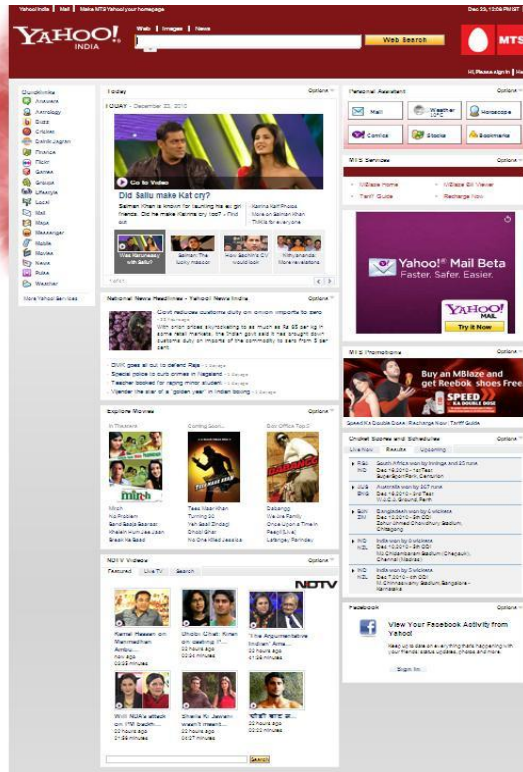
The co-branded page will deliver greater convenience for MBlaze customers as they will now have a single destination to obtain information such as their account balance, account status, mobile products, network coverage and to recharge the balance on their pre-paid accounts. Plans are underway to offer the page in local Indian languages.

**Vishal Maheshwari, Head Mobile and Business Development, at Yahoo! Asia Pacific**, said, "Yahoo! is focused on creating innovative and locally relevant experiences on the Internet for our users. Through our partnership with MTS, we have now made it easier for consumers to get to their favourite Yahoo! content and services while they are on the move. Yahoo! wants to be at the centre of people's online lives and this initiative with MTS will allow us to build and deepen our relationships with our audiences."

Yahoo! and MTS will introduce an ***Integrated Communications Suite*** for MBlaze customers that will include email, chat and social communications in the future.

**Leonid Musatov, Chief Marketing Officer, Sistema Shyam Teleservices Ltd**, said, "The co-branded Yahoo! and MTS homepage will provide MBlaze customers with greater convenience as they navigate the Internet. Our partnership with Yahoo! will benefit our subscribers as they can now access their Internet account information on the move from a single page. We plan to extend this service to our customers in local Indian languages in the near future."

MBlaze, the data service of MTS, is offered in 96 towns of India and has over 400,000 mobile broadband customers.



## **About Sistema Shyam TeleServices Ltd.**

Sistema Shyam TeleServices Ltd. (SSTL) is a joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority shareholder in this joint venture and operates its telecom services under the MTS brand. MTS is well recognized in India and worldwide for its commitment to high quality and innovative telecom solutions. MTS has recently been ranked by Millward Brown as 72nd out of the top 100 brands in the world. In a short span of time, MTS has secured over 8 million subscribers in India. The company is present in 13 telecom circles of Kolkata, West Bengal & Sikkim, Rajasthan, Chennai & Tamil Nadu, Kerala, Bihar & Jharkhand, Mumbai, Maharashtra & Goa, Delhi & NCR, Haryana, Karnataka, Andhra Pradesh and Gujarat. The company provides mobile broadband services under the MBlaze brand to more than 400,000 customers in 96 cities in India.

For more information visit: <http://www.mtsindia.in>

## **About Yahoo!**

Yahoo! (NASDAQ: YHOO) is an innovative technology company that operates the largest digital media, content, and communications business in the world. Yahoo! keeps more than half a billion consumers worldwide connected to what matters to them most, and delivers powerful audience solutions to advertisers through its unique combination of Science + Art + Scale. Yahoo! is headquartered in Sunnyvale, California. For more information, visit

[pressroom.yahoo.com](http://pressroom.yahoo.com) or the company's blog, Yodel Anecdotal  
([yodel.yahoo.com](http://yodel.yahoo.com)).

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