



PRESS RELEASE

DIXY GROUP ANNOUNCES OPENING OF DIXY ACADEMY

Moscow, Russian Federation, November 13, 2012

DIXY Group – one of Russia’s leading retailers of foods and everyday products – announces the opening of Moscow’s largest Stuff Recruiting and Training Center called DIXY Academy.

The main purpose of the Center is to provide recruitment, basic training and professional education of employees in retail area. The Center has an area of 1,700 sq. m. designed to ensure daily capacity of more than 700 people. It has two functional areas, namely the HR-sector where personnel will be recruited and registered and the professional training sector.

Twelve conference rooms are allocated specifically for candidate interviewing and employee registration in the HR-sector with the electronic queue feature installed. The professional training sector includes four computer and three cash register classrooms designed for 30 people each, an 80-seat conference hall, a training classroom and a shop model with installed cash desks and other in-store equipment to make the education process as close to real future working conditions as possible. Computer classes are also equipped with interactive whiteboards; ceiling projectors with automatic pull-down screens are installed in all training classrooms.

The interior of the DIXY Academy is designed in a modern style reflecting the main features required for the project: it should be functional, ergonomic and most comfortable and prepossessing just like DIXY itself: “Simple. Nearby. Neighborly.”

Пяа Yakubson, President of DIXY Group, said:

“DIXY Academy is a strategic investment since the DIXY employees are not resources, but our capital which always needs to progress. The scale of the Center will enable us not only to meet today’s company demands for professional staff, but also to enlarge our network in the region at a high rate, just as the developing Russian retail sector requires”.



OJSC DIXY Group [RTS: DIXY] is one of Russia's leading retailers of foods and everyday products.

The first DIXY store opened in 1999 in Moscow and, after the period of intense organic development and purchase of Victoria Group in June, 2011, as of October 31, 2012, the Group operated 1,372 stores, including 1218 DIXY neighborhood stores, 96 stores under the "Kvartal", "Deshevo", "Semeynaya Kopilka" brands, 28 Victoria supermarkets, 18 MEGAMART (compact hypermarket) stores, 11 MINIMART supermarket stores and 1 CASH (cash&carry) store.

The Company operates in three Federal Districts of Russia: Central, Northwest, Urals, and in Kaliningrad region.

As of October 31, 2012, the Company had a total of 472,467 square meters of selling space. The Company is the third largest among Russian national retail operators in the food retail market by revenue, selling area and number of stores. The Company employs over 37,000 people.

In May 2007 the Company raised USD 360 million in its IPO on the RTS and MICEX. A controlling stake in DIXY Group, OJSC (54.4%) is owned by the Mercury Group of Companies, a diversified holding company.

In 2011, DIXY Group's total revenue (including revenue of the Victoria Group, acquired on June 15, 2011, from the year beginning) amounted to RUR 122 billion (USD 4 bln).

The Russian business magazine Expert rates DIXY Group as one of the Top-100 largest Russian companies.

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