

TASHIR

Corporate Communications Department

Press release

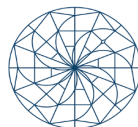
14 February 2014

Grand opening of RIO shopping centre in Kostroma

On 14 February 2014, Tashir Group eagerly opened a RIO shopping centre in Kostroma. The opening event attracted approximately 20,000 local residents.

The red ribbon cutting ceremony at the entrance of the shopping centre was carried out by the deputy head of the city administration Oleg Bolokhovets, together with Igor Nechay, the representative of the RIO shopping centre in Kostroma. Following the official ceremony, a lively entertainment programme was presented for the guests, including a performance by the best art groups of the city, enjoyable contests with prizes and gifts from the centre's tenants, firework artists, and displays of the national Brazilian martial art of capoeira. The main event of the programme was popular Russian stars - Natalia Podolskaya and Mark Tishman, who performed their major hits on the main stage and congratulated all the visitors.

The evening ended with a spectacular firework display outside the complex. The new conceptual RIO, with a total area of about 46,000 square metres, is located at the main thoroughfare of the city, providing the shopping centre with convenient transport and pedestrian accessibility. The complex combines both shopping and entertainment options. In respect to the concept of a shopping centre, the following anchor tenants are represented: Our Hypermarket; the 'M. Video' home appliances and electronics shop; the Korablik kids ' store; Cinema Star cinema; Sportmaster; and the Modis clothes store; as well as LPP Group S. A. (the Reserved, Mohito, Cropp Town, and House brands). The trading gallery includes the following retailers: Adidas, Reebok, Collins, Be Free, Zarina, L'etoile, InCity, Rendez Vous, Centro, Kari, Henderson, Jeans Lab and many others. Moreover, the project concept includes a



Communications & Marketing department

food court (McDonald's, Tashir Pizza, etc.); an entertainment area; a children's play centre; and a 6-screen Cinema Star multiplex.

Simultaneously with the opening of RIO in Kostroma, the RIO CARD loyalty programme was launched, providing additional benefits to card holders, namely the opportunity to take part in the prize draw, additional discounts and bonuses, etc. The new RIO in Kostroma became the third shopping centre in the RIO chain to have launched this programme.

Contacts:

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