TASHIR

Corporate Communications Department

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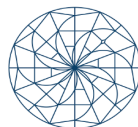
First Comedy Cafe opens in RIO

On November 21, the first Comedy Cafe opened in Moscow at the RIO mega-mall on Dmitriyevskoye shosse. Investments into this new joint project by Tashir Group and Comedy Club Productions amounted to $US1 million.

Comedy Cafe became the first joint project in the restaurant business sector by Comedy Club Productions that specialises in producing media projects and providing entertainment services with the Tashir Group. The new chain of themed cafes will be aimed at the youth market and other fans of the Comedy Club TV show. The companies are collaborating exclusively on this project.

Comedy Cafe pays tribute to the famous TV show not only by using the show's merchandise in its decoration but also in planning to invite the Comedy Club presenters. In addition, Comedy Club Productions will be assisting in the Cafe's content development and will be broadcasting Comedy TV 24/7 in all of the cafes across the chain.

The plan is to open over 10 cafes within the first five years. They will be located both in Tashir's shopping centres and in a number of other locations. The next two cafes are scheduled to open this year in the Belgorod and Kaluga RIO shopping centres. In the future, Comedy Cafes will also open in other towns across Russia, for example, in Reutov and Tula.

Since 1999, the Tashir Group has been actively developing its own restaurant business and managing a variety of other projects that differ in concept and price

range. Every year Tashir, a leading retail property developer in Russia, opens new restaurants within both its own shopping and entertainment centres and beyond, while also investing in other unique catering projects.

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