



**NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION IN, INTO OR FROM THE
UNITED STATES, AUSTRALIA, CANADA OR JAPAN**

3 July 2006

PYATEROCHKA HOLDING N.V.

TRADING UPDATE

As of 1 July 2006, the current excise labels which are used for imported wine and spirits allowed for sale in the Russian Federation are invalid. Pyaterochka Holding N.V. estimates that full range of imported wine and spirits with new excise labels may only be available within two or three months from 1 July 2006.

Imported wine and spirits will only be available for retail sale once products with the new excise labels are available in the Russian Federation. Their sales via organized retail channels are forecast to decrease during the coming months due to a shortage of new excise labels, as retailers are forbidden from selling products with old excise labels after 30 June 2006. It is also important to highlight that this is a common issue which all retailers in the Russian Federation face as of 1 July 2006.

The company estimates that the complete return of imported wine and spirits to the company's stores may not occur until 60 to 90 days from this announcement. It is expected that sales at both the Pyaterochka and Perekrestok chains may suffer as a result of this delay. The company and its suppliers are undertaking all possible actions to limit the negative effect of this situation on the company's operations, and it is difficult at this stage to quantify the potential impact on store operations.

Pyaterochka Holding N.V. is closely monitoring this situation and will provide the market with further updates as the expected timeframe and potential impact of this issue become more apparent.



Note to Editors:

Pyaterochka Holding N.V. is Russia's largest food retailer in terms of sales. The group has 371 company-managed "Pyaterochka" soft discount stores located in the Moscow (177), St. Petersburg (175) and Yekaterinburg (19) areas, and 127 company-managed "Perekrestok" supermarkets across 14 regions of Central Russia and Ukraine as of 31 March 2006.

Pyaterochka and Perekrestok have merged their operations as of 18 May 2006 to create the clear leader in the Russian food retail market.

Pyaterochka's 2005 net sales (pre-merger) reached USD 1,359 million, with gross banner sales in 2005 of over USD 2 billion. Perekrestok net sales reached USD 1,015 million in 2005.

Pyaterochka's Q1 2006 net sales (pre-merger) reached USD 439 million, and Perekrestok Q1 2006 sales were USD 323 million.

As of 31 March 2006, franchisees operated 439 Pyaterochka branded stores in 15 regions of Russia, Ukraine and Kazakhstan. Pyaterochka currently has master franchise agreements in 20 regions of Russia, Ukraine and Kazakhstan. Perekrestok has 9 convenience stores operated by franchisees in the Moscow area.

- End -

Enquiries to:

Pyaterochka Holding NV
Tanja Djurdjevic
Investor Relations
Tel +7 495 724 6414
Email ir@e5.ru