

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

**DCC DRAWS 75% OF RETAILERS FROM  
OUTSIDE MOSCOW IN 2<sup>ND</sup> ANNUAL EVENT**

Rising Consumer Sales in Regions  
Highlights 2nd Annual Event

MOSCOW, 20 June 2005 — **DIGITAL CONSUMER CHANNEL CIS**, the region's premier event for retailers of consumer I.T., ended its second annual edition showing an increase in participation from retailers outside Moscow.

Demonstrating its attraction for retailers, DCC pulled in more than 150 retail executives from 130 companies, 47 cities and five countries within CIS. These buyers control a powerful total of 3187 outlets including computer chain stores, mobile chain stores, photo equipment stores, electrical specialists, mass merchants and independent outlets.

"This second edition of DCC," says co-founder Farouk Hemraj, "clearly shows that consumer business in Russia and CIS is growing as rapidly outside of Moscow & St Petersburg as it is in those traditional retail centers."

Speakers from market research company GfK and media also highlighted the continuation of rapid growth in retail sales for Russian I.T. "While in CIS you have experienced rapid retail growth," noted Dr. Rudi Aunkofer of GfK, "If you look at the penetration levels in W. Europe, you can see the considerable sales growth ahead." Demand for consumer digital electronics grows by an astonishing 30% annually in the largest Russian cities, according to research firm GfK.

Retailers of consumer I.T. came to DCC to learn about industry trends, meet vendors, gather useful statistics, and network with colleagues.

Using DCC's unique web planning tool, those retailers this year pre-scheduled more than 900 one-on-one meetings during the 3-day event. Vendors held 64 boardroom meetings for retailers, and both vendors and retailers heard interesting keynotes and premier presentations.

For example, DCC attendees had the rare opportunity to listen to guest speaker Nick Graves, the European Marketing Manager of Apple. He brought a timely and significant discussion on Apple's overall strategy, their storefront development in Europe and their partnership with European retailer

DCC-CIS 2005 <b>EVENT OVERVIEW*</b>	
Retail Executives	152
Retail Companies	130
Stores Represented	3187
Cities Represented	47
Countries Represented	5
Vendor Companies	60
Vendor Delegates	200
Total Participants	430
<b>Total Meetings Scheduled</b>	<b>900+</b>

\*Final at close of 2005 event

DCC is organized by the founders of DISTREE CEE<sup>®</sup>, the defining event for I.T. distribution within Central and East Europe, and DIGITAL BUSINESS CHANNEL — CIS<sup>®</sup> serving corporate resellers in Russia's growing business channel.

Dramatically different from trade shows and other conferences, DCC is 100% designed for busy executives. The rigorous selection process of a by-invitation-only event, the highest quality service, the efficiency of DCC's event management technologies and the exclusivity of the environment at the *Le Meridien Country Club* bring attendees an exceptional return on their investment of time. DCC-CIS is a Russian-language event, with simultaneous translation for international keynoters.

"The wonderful aspect of the second edition," noted co-founder Frederic Simard, "is how more vendors understood that DCC serves those with existing sales networks as well as market newcomers. By creating an annual gathering place for all retailers of significance, vendors are no longer at the mercy of a wide geographic area. They come to DCC knowing that it saves time and money, as well as adding an away-from-the-office ambience where relationships can be built."

The next DCC-CIS, the third annual event, takes place on 14-17 June 2006 at *Le Meridien Country Club* in Moscow. Learn more about DCC by visiting the event's web site: [www.dcc-cis.com](http://www.dcc-cis.com)

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