



Date: 29 April 2009

On behalf of: International Marketing & Sales Group Limited ("IMSG" or "the Company")

## International Marketing & Sales Group Limited

### ▪ Sale of One2remember and Tarantula (Russia)

International Marketing & Sales Group Limited (AktieTorget: IMSG), ("IMSG" or "the Company") the emerging markets focused sales and marketing company, today announces the sale of One2remember (Russia), experiential marketing and events division, together with Brand Experience division and Tarantula, BTL-marketing agency. The businesses were sold to Media Arts Group, one of the largest communications holdings in Russia. This step is fully in line with IMSG's restructuring strategy aimed at focusing on trade marketing, retail marketing, and other specialist businesses which were historically the areas of biggest importance to IMSG, plus freeing up more capital and resources for core businesses needs.

"We consider all the three businesses to be extremely strong with a lot of potential in the long run, and IMSG is certain that Media Arts will provide a perfect base for their future development and growth, with Media Arts' relevant infrastructure and expertise to be used to the benefit of all the businesses. We will remain in active cooperation with the three businesses, One2remember in particular, as we have a number of projects to be completed together. Moreover, we are looking forward to further collaboration between IMSG and Media Arts which will enable us to share expertise and resources, giving us the opportunity to offer our clients integrated solutions and proposals. This sale was to the mutual benefit of both parties, with all the legal relationships fully concluded. We retain ownership of One2Remember International, which we will continue to develop with our Turkish and Greek businesses for the foreseeable future." Says IMSG chairman Greg Thain.

### For Further Information, please contact:

Terry Livingstone  
International Marketing & Sales Group Limited  
[www.imsq.co.uk](http://www.imsq.co.uk)

Tel: + 44 20 7735 6788

Johanna Fagrell Kohler  
ONE Media Holding AB

Tel: +46 734 100550

### Notes to Editors

- IMSG was founded in 1996 and is listed on AktieTorget in Sweden.
- The Group's clients include multinational and first tier local companies operating in FMCG, telecommunications, retail trade, banking and finance, automotive, consumer electronics and pharmaceutical industries.
- Further information about the Group is available on its website at: <http://www.imsq.co.uk>