

X5 RETAIL GROUP ANNOUNCES EXECUTIVE APPOINTMENTS

Amsterdam, 16 March 2011 - X5 Retail Group N.V., Russia's largest retailer in terms of sales (LSE ticker: "FIVE"), announces two new executive appointments:

Igor Pletnev, formerly Kopeyka's Regional Development Director, has been appointed X5's Director for Regional Branch Management and Organic Development. He will be responsible for increasing organizational efficiency and delivering on the Company's objectives for organic expansion.

Anton Mironenkov, formerly Deputy Director for X5's M&A and Business Development for the past five years, has been appointed Director of this department. He will succeed Andrei Gusev, who was nominated by the Supervisory Board to become the Company's new CEO.

Anton Mironenkov

Prior to his appointment as X5's Director for M&A and Business Development, Anton Mironenkov served as Deputy Director starting in September 2006. From 2005 to 2006 Anton managed various projects in Alfa Group including the merger of Pyaterochka and Perekrestok. Anton began his business career in 2000 as an auditor at PriceWaterhouseCoopers, and subsequently spent four years as investment banker at Troika Dialog before his transfer in 2005 to Vice President position in Troika Dialog Asset Management. Anton graduated with honors from Moscow State University in 1998 with a degree in economics. He was born in Moscow region in 1976.

Igor Pletnev

Prior to his appointment as X5's Director for Regional Branch Management and Organic Development, Igor was Director for Regional Development in Kopeyka, a position he held since April 2007. Before joining Kopeyka he held positions in various companies including Evolution Asset Management Russian Land Asset Management, Evdakovsky Butter and Oil, Agricultural Sector Development Fund and ZAO Industry Investment. He was accepted to Moscow State University and transferred to the Belarusian State Pedagogical University where he graduated in 1998. Igor was born in Moscow in 1971.

Note to Editors:

X5 Retail Group N.V. is Russia's largest retailer in terms of sales. The Company was created as a result of a merger between Pyaterochka (soft discounter chain) and Perekrestok (supermarket chain) on 18 May 2006. In June 2008, X5 acquired Karusel hypermarket chain and substantially strengthened its position in hypermarket format. In 2010 X5 acquired Kopeyka discounters chain.

As at 31 December 2010, X5 had 2,469 Company-managed stores located in Moscow, St. Petersburg and other regions of European Russia, Urals and Ukraine, including 1,392 soft discount stores, 301 supermarkets, 71 hypermarkets, 45 convenience stores and 660 acquired Kopeyka stores.

As at 31 December 2010, X5's franchisees operated 665 stores across Russia.

For the first nine months 2010, net sales totaled USD 7,798 mln, EBITDA reached USD 593 mln, and net profit amounted to USD 183 mln. For the full year 2010, net retail sales totaled USD 11,248 mln.

X5 Shareholder structure is as follows: Alfa Group – 47.9%, founders of Pyaterochka – 19.8%, X5 Management – 1.9%, treasury shares – 0.1%, free float – 30.3%.

Forward looking statements:

This announcement includes statements that are, or may be deemed to be, "forward-looking statements". These forward-looking statements can be identified by the fact that they do not only relate to historical or current events. Forward-looking statements often use words such as "anticipate", "target", "expect", "estimate", "intend", "expected", "plan", "goal" believe, or other words of similar meaning.

By their nature, forward-looking statements involve risk and uncertainty because they relate to future events and circumstances, a number of which are beyond X5 Retail Group N.V.'s control. As a result, actual future results may differ materially from the plans, goals and expectations set out in these forward-looking statements.

Any forward-looking statements made by or on behalf of X5 Retail Group N.V. speak only as at the date of this announcement. Save as required by any applicable laws or regulations, X5 Retail Group N.V. undertakes no obligation publicly to release the results of any revisions to any forward-looking statements in this document that may occur due to any change in its expectations or to reflect events or circumstances after the date of this document.

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