PRESS RELEASE
APRIL 16, 2008

LUKOIL RETAINS LEADERSHIP IN TRUSTED BRAND RATING

LUKOIL has become winner in the Filling Station of the Year rating for the third time running, based on Trusted Brand 2008 survey held in Russia by Reader's Digest, an international publishing house.

LUKOIL ranked first in similar ratings of Reader's Digest in 2006 and 2007.

The Reader's Digest survey helps analyze brands in terms of quality of goods and services, their price, public image and understanding of consumers' needs.

The survey results have been summarized by Wyman Dillon Ltd., a UK independent marketing agency.

"An independent research done by a popular international publishing house once again recognized the LUKOIL brand as the most trusted among the Russian consumers," Vladimir Nekrasov, OAO LUKOIL First Vice President, said.

Press Centre PJSC "LUKOIL"
Phone:
E-mail: media@lukoil.com