

**News Bulletin**  
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**Ampparit Oy expands to the Russian market**  
**Media monitoring program Witpik to screen the Russian media**

**Ampparit Oy**, founder of the most popular news portal in Finland (**Ampparit.com**) has launched a media monitoring service for the Russian market. The company intends to develop its operations in Russia in cooperation with **Avenir Group**, a partly Finnish corporation. Developed to monitor rapidly updated internet publications, **Witpik continuously** looks for information in accordance with the search criteria entered. Now, the program also searches for updates in news portals, blogs, discussion forums, announcements and bulletins in Russia.

More recently Witpik was known as Ampparit Pro. Public companies, collective and non-profit institutions as well as SMEs are amongst Witpik several hundred users in Finland. Going international, the service was in need of a face-lift to take on future challenges. As part of this process, its name was changed to one which is easier to pronounce overseas. Good practices, however, were kept in place and anyone can still try the program for free at Ampparit.fi.

- Russia and the opportunities it offers are suitable for our internationalization program. Despite a challenging business environment and the fact that the company's strong position is not enough to guarantee success in Russia, we look to the future with confidence. Our good contacts, language skills, and broad cultural knowledge are the necessary foundations to operate successfully in Russia. We believe that these are our assets that will work in our favor, says Ampparit Oy CEO Petteri Hannonen.

- We chose Avenir Group as our business partner in Russia. We have known Avenir Group for a while. The group has developed rapidly and has a good reputation. The corporation was our first choice from the very beginning. We are lucky to have them as our business partner, Mr. Hannonen continues.

- We have been following Ampparit Oy's development for a long time, and we know both services that they provide. As soon as we knew that Witpik media monitoring program would be developed for the Russian market, we wanted to take part in this success story. We believe that together with Ampparit Oy, we can increase the exposure of the company and its product in the Russian electronic media, and thus bring additional value to the company's marketing and sales, says Samuli Pesu of Avenir Group.

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Witpik is a professional media monitoring service. In accordance with personal requirements, this service searches for information in news media, blogs, discussion portals, announcements, and bulletins.

With more than 185,000 visitors per week (TNS Metrix), Ampparit.com is one of the most popular news portals in Finland. According to TNS Metrix statistics, Ampparit.com is also one of the most popular websites not owned by any of the large media corporations and organizations in Finland, as well as the most frequently visited website (Freq-statistics).

Ampparit Oy is an independent limited liability company promoting and operating the Witpik media monitoring device and the Ampparit.com news portal.

Avenir Group is one of the leading independent advisory enterprises in Russia. The company assists its clients in developing and implementing their business strategies. Avenir Group has 130 employees and offices in Moscow, St. Petersburg, Yekaterinburg, and Tver.

Avenir Group includes Avenir Accounting (accounting, auditing, business administration outsourcing and business consultation); Hellevig, Klein & Usov Attorneys at Law, an esteemed law firm assisting Western and Russian companies in Russia; Avenir Recruitment / Adapt-to-Change: HR-services; Avenir Audit Alliance: legal audit in Russia, IFRS (IAS) and US GAAP audits, special audit, internal evaluations; Avenir IT-solutions: development and maintenance of information systems (Microsoft Certified Partner).

Avenir / Hellevig, Klein & Usov

[www.aveniraccounting.com](http://www.aveniraccounting.com)

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