



Popular videos can be accessed instantly with “Turkcell Video Watch”

Turkcell subscribers will have instant access to videos on popular Internet sites without having to download them on their handsets through Turkcell’s “Turkcell Video Watch” service

Turkcell is the first mobile operator to offer this service in Europe

27 August 2009, Istanbul, Turkey – Turkcell (NYSE:TKC, ISE:TCELL), Turkey’s leading communication and technology company has launched a new service developed with its business partner Novarra allowing its customers to access Internet video streaming through “Turkcell Video Watch”. Turkcell is the first mobile operator to offer this service in Europe.

Turkcell Video Watch can be used by all consumer and business customers of Turkcell, and is easily accessed via “wap.turkcell-im.com.tr” mobile portal.

The Turkcell Video Watch service will initially give access to videos on www.izlesene.com, www.dailymotion.com and www.timsah.com and the number of websites is expected to increase gradually. While using the service, videos do not need to be downloaded to handsets and customers will not incur additional costs as videos will be billed according to the customers’ mobile internet tariff. Those with a mobile internet package, on the other hand, will be able to watch videos within the limits of their package.

“Turkcell Video Watch is another example of Turkcell’s innovative services” comments Burak Ertas, Division Head, Consumer Value Added Services. “3G allows broadband internet access from mobile handsets and Turkcell is striving to develop faster, more creative applications. Through our strategic, new 3G data services, we are working to strengthen our leadership in the mobile Internet market.”

Ian McWilliams, European Managing Director for Novarra added “Mobility internet is expanding rapidly. Customers want to access rich content quickly and easily. We are happy to be working with Turkcell, one of the first operators to come to mind as far as leadership and innovation is concerned.”

Turkcell Video Watch service is supported by Nokia N70, N73, N95, N95 (8GB), E65, 3120c, 6233, 6500s and Samsung L700. The number of handsets to support the service is scheduled to increase gradually.

www.turkcell.com.tr

About Turkcell

Turkcell is the leading GSM operator in Turkey with 36.3 million postpaid and prepaid customers as of June 30, 2009 operating in a three player market with a market share of approximately 57% as of June 30, 2009 (Source: operators' announcements). Turkcell, is the technology leader providing EDGE technology across the country. Turkcell also provides high quality data and voice services to 60% of the population (as at 30 July 2009) through the implementation of its 3G technology. Turkcell provides roaming with 624 operators in 206 countries as of August 5, 2009. Serving a large subscriber base in Turkey with its high-quality wireless telephone network, Turkcell reported \$1.4 billion net revenue for the quarter ended June 30, 2009 as per IFRS financial statements. Turkcell has interests in international GSM operations in Azerbaijan, Belarus, Georgia, Kazakhstan, Moldova, Northern Cyprus and Ukraine. Turkcell has been listed on the NYSE ("New York Stock Exchange") and the ISE ("Istanbul Stock Exchange") since July 2000 and is the only NYSE listed company in Turkey. 51.00% of Turkcell's share capital is held by Turkcell Holding, 0.05% by Cukurova Group, 13.07% by Sonera Holding, 2.32% by M.V. Group and 0.08% by others while the remaining 33.48% is free float.

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