



TURKCELL-IM OFFERS SUBSCRIBERS THE "REAL" INTERNET EXPERIENCE

Turkcell offers the "real" Internet experience to its subscribers with the help of a newly-developed application and brand partnerships. Through this new application, subscribers will be able to access any website they want and view the Internet's most popular sites in formats specifically designed for Turkcell customers.

(February 13, 2008) Turkcell-im, Turkcell's communications and access channel for its value-added services, can now offer its customers a new application which has been developed to enrich their Internet experience and optimize their access to the worldwide web from their cell phones.

As part of this application, users can now easily reach the websites of Turkey's leading brands through turkcell-im, which features direct links to Garanti, Altivi, Kariyer.net, Sahibinden.com and NTVMSNBC. Customers are now able to visit these popular sites through turkcell-im on their cellphones and enjoy the same internet experience they would have if they visited them using their PCs. All Turkcell subscribers who have cell phones supporting internet access can use this service, which is billed at the standard "Internet via cell phone" rates. Users who have the "Economic Internet Package" are able to use the service at lower rates. "With our new investments and partnership agreements, our subscribers will now be able to access the worldwide-web via Turkcell-im and have an even better internet experience on their cellphones.

I would like to thank all of our brand partners on this project." said Cenk Serdar, Turkcell's Chief Value Added Services Officer.

Users can access the turkcell-im internet service through wap.turkcell-im.com.tr. The site features an address bar similar to those in web browsers. Users simply type the wap address into this bar, which in turn optimizes the target web site for viewing on a cell phone screen. This way, users have the opportunity to have the same internet experience as when they reach these sites through their own computers. The turkcell-im internet service also lets users bookmark and save the websites they like.

ABOUT TURKCELL

Turkcell is the leading GSM operator in Turkey with 34.8 million postpaid and prepaid customers as of September 30, 2007 operating in a three player market with a market share of approximately 58% as of June 30, 2007 (Source: The Telecommunications Authority). In addition to high-quality wireless telephone services, Turkcell currently offers General Packet Radio Service ("GPRS") countrywide and Enhanced Data Rates for GSM Evolution ("EDGE") in dense areas, which provide for both improved data and voice services. Turkcell provides

roaming with 565 operators in 196 countries as of November 7, 2007. Serving a large subscriber base in Turkey with its high-quality wireless telephone network, Turkcell reported US\$4,521 million net revenue for the nine months ended September 30, 2007 and US\$4,700 million net revenue for the year ended December 31, 2006 as per IFRS financial statements. Turkcell has interests in international GSM operations in Azerbaijan, Georgia, Kazakhstan, Moldova, Northern Cyprus and Ukraine. Turkcell has been listed on the New York Stock Exchange ("NYSE") and the Istanbul Stock Exchange ("ISE") since July 2000 and is the only NYSE listed company in Turkey. 51.00% of Turkcell's share capital is held by Turkcell Holding, 4.22% by Cukurova Group, 13.07% by Sonera Holding, 4.07% by M.V. Group and 0.01% by others while the remaining 27.63% is free float.

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