



27 November 2008

TURKCELL WINS “BEST BRAND” AT THE WORLD COMMUNICATIONS AWARDS

“gnctrkcll,” the ‘youth club’ of Turkcell, Turkey’s leading communication and technology company, has won the top award in the “Best Brand” category at the 2008 World Communication Awards (“WCA”), one of the most prestigious events in the telecommunications industry. The award was accepted by Turkcell’s Corporate Content Services Department Head, Pelin Şeker, at a ceremony held in the London Hilton Park Lane Hotel on 27 November.

Turkcell was a contender in three of the fourteen categories at this year’s tenth WCA. Turkcell’s entries were “gnctrkcll” in the “**Best Brand**” category, “İştePosta” in the “**Best New Service**” category, and its “Hospital Reservation by SMS” application in the “**Best Content Provider**” category.

“gnctrkcll” Turkey’s largest youth club

Turkcell’s youth club gnctrkcll, designed exclusively for Turkey’s young people, was founded on 1 April 2005. Having become Turkey’s largest youth club with 15 million members today, gnctrkcll now draws its membership from Turkcell’s entire prepaid and postpaid subscriber base. gnctrkcll operates with the objective of turning the wishes, expectations, and dreams of its members into reality and offers miscellaneous benefits to young people, understanding and meeting their requirements.

gnctrkcll members benefit free of charge from periodic campaigns, surprise offers, members-only discounts, free service opportunities, chances to win free credits/minutes, and numerous events.

Directed by the young

Turkcell has always run gnctrkcll together with young gnctrkcll members. gnctrkcll gets together with more than 150 members in nine cities under the “Voice of Youth” project to listen to their comments and recommendations. Decisions are made in consultation with these young men and women across a great many areas ranging from formulating gnctrkcll offers to picking the most popular ones and the tone of communication. The gnctrkcll brand is indispensable for Turkish youth because gnctrkcll properly understands the importance of empowering young people in youth-focused projects and campaigns.

gnctrkcell campaigns

“gnctrkcell” has simultaneously re-launched its highly acclaimed cinema, McDonald’s and clothing campaigns. Having previously received more than 1.5 million free movie tickets, nearly 5 million free meals, and close to 700,000 shopping transaction discounts, gnctrkcell members are again benefiting from a number of campaigns through which they will be able to get movie tickets and McDonald’s meals and shop for brand-name clothes, shoes, handbags, and accessories for 25-percent less. gnctrkcell members with a valid club password can benefit from the campaign by providing their club password and cell phone number.

For further information please contact Turkcell

Corporate Affairs

Koray Öztürkler, Chief Corporate Affairs Officer

Tel: +90-212-313-1500

Email: koray.ozturkler@turkcell.com.tr

Investors:

Nihat Narin, Investor Relations

Tel: + 90-212-313-1244

Email: nihat.narin@turkcell.com.tr

investor.relations@turkcell.com.tr

Media:

Filiz Karagul Tuzun, Corporate Communications

Tel: + 90-212-313-2304

Email: filiz.karagul@turkcell.com.tr