



TURKCELL CUSTOMERS PLACE RECORD NUMBER OF VOICE AND VIDEO CALLS ON NEW YEAR'S EVE

Istanbul, Turkey January 11, 2010 – Turkcell (**NYSE: TKC, ISE: TCELL**), the leading communications and technology company in Turkey, announced today that Turkcell customers placed about 300 million voice and video calls and sent 400 million SMSs and about 500,000 MMSs on New Year's Eve 2009.

Lale Saral Develioglu, Turkcell Chief Marketing Officer, said "We were with our customers when they entered 2010. We are delighted to be able to connect our customers with their loved ones at this special time of the year. We will be with our customers through 2010 when they will be able to benefit from some unique offerings."

Key data

- The first Turkcell 3G video call of 2010 took place between Erzincan and Izmir.
- In addition to Turkey's three biggest cities, Diyarbakir, Adana, Antalya, Trabzon, Bursa, Kocaeli, Hatay and Erzurum were among the cities that had the highest number of video calls. On New Year's Eve, Turkcell customers placed around 200,000 minutes of Turkcell 3G video calls.
 - With an average of 6.41 minutes, Turkcell customers from Erzurum had the longest video conversations. Erzurum was followed by Diyarbakir with 4.70 minutes and by Trabzon with 4.24 minutes.
 - Average video call durations in Istanbul, Ankara and Izmir were 3.55 minutes, 3.87 minutes and 3.82 minutes, respectively.
- Mobile TV was the other service that Turkcell customers were able to benefit from for the first time. Turkcell 3G customers watched 200,000 minutes of New Year's Eve TV programs from their phones.

ABOUT TURKCELL

Turkcell is the leading Mobile operator in Turkey with 36.0 million postpaid and prepaid customers as of September 30, 2009 operating in a three player market with a market share of approximately 56% as of September 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 65% of the population (as at 30 September 2009) through the implementation of its 3G technology. Turkcell provides roaming with 628 operators in 206 countries as of September 18, 2009. Serving a large subscriber base in Turkey with its high-quality wireless telephone network, Turkcell reported \$1.6 billion net revenue for the quarter ended September 30, 2009 as per IFRS financial statements. Turkcell has interests in international Mobile operations in Azerbaijan, Belarus,

Georgia, Kazakhstan, Moldova, Northern Cyprus and Ukraine and together with Turkey had approximately 61.9 million subscribers as of September 30, 2009. 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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