



TURKCELL ANNOUNCES SUPPORT FOR EARTHQUAKE VICTIMS IN HAITI

Istanbul, Turkey, January 26, 2010 – Turkcell (**NYSE: TKC, ISE: TCELL**), the leading communications and technology company in Turkey, in cooperation with the Turkish Red Crescent has launched a campaign to provide aid to the victims of the major earthquake that recently took place in Haiti.

Turkcell subscribers can easily participate in the "Haiti Relief Campaign" initiated by the Turkish Red Crescent by typing the key code 2868 with no message or write the word HAITI to make a TRY 5 donation to earthquake victims. There will be no charge for sending the SMS.

Turkish Red Crescent President Tekin Kucukali noted that "Launching this humanitarian aid campaign to preserve the dignity of the vulnerable earthquake victims in all circumstances, and where and when in need, supports the mission of the Turkish Red Crescent to manage Haitian donations. Turkey has given great support for the charitable relief to heal the wounds of suffering people in Haiti regardless of religion, language or race. We are grateful for the support of Turkey's leading mobile operator and one of the most important operators in the world, Turkcell."

'Turkey, more than virtually any other country, understands the impact of such a devastating disaster. We know very well the helplessness and suffering of the Haitian earthquake victims. We feel full of compassion and social responsibility and are pleased to be launching this outreach campaign. We believe it is our duty to provide support to the tragedy in Haiti', said Koray Ozturkler, Turkcell's Chief Corporate Affairs Officer.

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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