



## **TURKCELL RECEIVES IPRA 'GOLDEN WORLD AWARD' FOR ITS 3G LAUNCH MEDIA RELATIONS PROGRAM**

Istanbul, Turkey, July 6 2010 – Turkcell (NYSE:TKC, ISE:TCELL), the leading communications and technology company in Turkey, today announced that it has won a prestigious 'Golden World Award' ("GWA") from the International Public Relations Association ("IPRA") for its "Talk of the Town" 3G Launch Media Relations Program in 2009. Turkcell was the only Turkish company to receive a 2010 GWA.

The 2010 Golden World Awards received 352 entries from 42 countries, which were then reduced to 110 finalists. Turkcell will receive the award in London on November 5th 2010.

Filiz Karagul Tuzun, Head of Corporate Relations at Turkcell, commented that: "It is a great honour to receive an award from the IPRA for our successful 3G launch program. Turkcell expected 3G to have a huge impact on people's lives in Turkey, hence the highly creative campaign developed by our team. We saw the fruits of this creativity when we reached 3.9 million registered 3G subscribers just three months after our 3G launch. This award will act as a great boost for all our future work".

### ***Turkcell's 3G Launch Media Relations Program***

Turkcell began its media relations program a month ahead of the launch of 3G, which took place on July 30th 2009. '3G Thursday evenings' meetings were organized to talk to the press and Turkcell set up five different platforms to communicate with the media around the 3G launch: The 3G Press Launch Meeting; 3G Party; 3G meetings with media editors in various cities; The 3G Beyoglu Street Party; and TV 'specials' and interviews.

This award follows Turkcell's two previous IPRA awards for "Turning Company Performance into Value" (in the 2008 Investor Relations category) and for the launch of the Turkcell Volunteers' Life Forest Program (in the 2007 Employee Relations' category).

### **ABOUT TURKCELL**

Turkcell is the leading communications and technology company in Turkey with 34.3 million postpaid and prepaid customers and a market share of approximately 55% as of March 31, 2010 (Source: Operators' announcements). Turkcell provides high quality data and voice services to approximately 75% of the Turkish population with its 3G and EDGE technology supported network. Turkcell reported TRY 2.2 billion (\$ 1.5 billion) net revenue for the period ended March 31, 2010 and its total assets reached TRY 14.3 billion (\$ 9.3 billion) as of March 31, 2010. Turkcell has become one of the

first operators among the global operators to have implemented HSDPA+ and to reach to 42.2 Mbps speed with HSPA multi carrier solution. Turkcell is a leading regional player and has interests in international mobile operations in Azerbaijan, Belarus, Georgia, Kazakhstan, Moldova, Northern Cyprus and Ukraine which, together with its Turkish operations, had approximately 62 million subscribers as of March 31, 2010. Turkcell has been listed on the NYSE and the ISE since July 2000 and is the only NYSE-listed company in Turkey and is among the top 15% of companies listed on NYSE by its size as of April 2010. 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. Read more at <http://www.turkcell.com.tr/en>

For further information please contact Turkcell

Nihat Narin, Investor and International Media Relations

Tel: + 90-212-313-1244

Email: [nihat.narin@turkcell.com.tr](mailto:nihat.narin@turkcell.com.tr)

[investor.relations@turkcell.com.tr](mailto:investor.relations@turkcell.com.tr)

[www.turkcell.com.tr](http://www.turkcell.com.tr)