



## **TURKCELL WINS 13 AWARDS**

### **AT THE INTERNATIONAL STEVIE BUSINESS AWARDS**

Istanbul, Turkey, July 15 2010 – Turkcell (NYSE:TKC, ISE:TCELL), the leading communications and technology company in Turkey, today announced that it has distinguished itself once again at the Seventh Annual International Stevie Business Awards (“Stevies”), the international, all-encompassing business awards program, winning 13 awards. Turkcell won 3 gold statues for “Advertising & Marketing and Public Relations”, “New Product & Product Management -Financial Services” and “Product Development Team of the Year”.

Turkcell also won 10 Distinguished Honoree Medallions, notably for its CEO, Sureyya Ciliz, who took the prize for Executive of the Year. Medallions were also awarded to Turkcell in the following categories:

- *Management Team of the Year*
- *Corporate Social Responsibility of the Year: Snowdrops*
- *Corporate Social Responsibility of the Year: Bridge of Hearts*
- *Communication Department and Team of the Year*
- *Marketing Campaign of the Year – Product: VINN*
- *Product: Turkcell Talking Pictures*
- *Product: Turkcell TiklaKonus Services*
- *Telecommunications: Mobile learning*
- *Telecommunications: NTV Video News Packages*

For the second consecutive year, Turkcell won more “Stevies” prizes than any other company from more than 40 countries. The winners were selected by members of the Awards' Board of Distinguished Judges & Advisors. The awards will be presented at a gala banquet ceremony on 27 September 2010 in Istanbul, Turkey.

“Achieving excellence is the driving force of our company,” commented Turkcell Corporate Affairs Officer Koray Ozturkler, who added “Our performance in this prestigious international business awards program is a testament to our progress in this direction. We are equally proud that this year, Turkey will be the host of the Stevies Awards Gala, which is a great honor for our country.”

## **About the Stevie Awards**

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. For more information visit the website: [www.stevieawards.com](http://www.stevieawards.com).

## **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 0.01% by others while the remaining 33.55% is free float. Read more at <http://www.turkcell.com.tr/en>

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