



ONE YEAR ON FROM THE LAUNCH OF 3G IN TURKEY, TURKCELL HAS ESTABLISHED ONE OF THE WORLD'S BEST PERFORMING 3G NETWORKS

Istanbul, Turkey, July 30, 2010 – Turkcell (NYSE:TKC, ISE:TCELL), the leading communications and technology company in Turkey, today announced the results of the mobile internet speed tests conducted on July 27th in both Diyarbakir (Turkey) and in Paris to mark the first anniversary of the launch of its 3G network.

These tests attended by IRIS Telecom were similar to the ones conducted in May 2010 by IRIS Telecom in Paris, Berlin, London, Istanbul, Diyarbakir and Trabzon and once again demonstrated the quality and speed of Turkcell's 3G network. While the tests conducted during the morning of July 27, 2010 in Diyarbakir recorded speeds of 13.8 Mbps, equivalent tests conducted in Paris recorded speeds of 3.9 Mbps. Accordingly, it appears that Turkcell subscribers in Diyarbakir can access mobile internet at speeds nearly 4 times greater than mobile subscribers in Paris.

In May 2010, Turkcell was certified by IRIS Telecom as having the Fastest Average Mobile Internet Speed among 15 operators tested in Turkey, France, the UK and Germany.

Sureyya Ciliv, Turkcell's Chief Executive Officer, noted during the Diyarbakir & Paris trip that Turkcell's investment in 3G over the past year almost equals its total investment in 2G over a seven and a half year period. The number of base stations built for Turkcell 2G was 5,200, while as many Turkcell 3G base stations were built in just one year. Turkcell provides 3G coverage to 80% of Turkey and aims to increase this figure to 90% by the end of 2010.

Mr Ciliv continued: "Turkcell has created a major success story over the past year by establishing one of the world's best performing 3G networks. Our objective is to continuously strive to close the Digital Divide and so become an 'Information Society'. At Turkcell, we believe in creating platforms that provide opportunities for equal access to information, something we are able to do by providing one of the world's most effective 3G networks. The increasing number of Turkcell customers using 3G technology will further stimulate the development of Turkey's IT sector, so leading to social and economic development in our country."

According to Turkey's Telecommunications Authority figures, there are 8.7 million registered 3G customers in Turkey as of 1Q 2010. Currently, Turkcell has 6 million registered 3G customers. One of the most important drivers of 3G usage is data usage, which reached 4,500 terabytes in Turkey between June 2009 and June 2010, increasing 16.35 times in the same period.

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>

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