

■ Public Disclosure (General)

Address	:	Hürriyet Medya Towers, Güneşli 34212 Bağcılar/İstanbul
Telephone and fax no.	:	Tel: 212 677 00 00 Fax: 212 6770182
Investor/ Shareholder Relations Division Telephone and fax no.	:	Tel: 212 449 60 30 Fax: 212 6770892
Is the disclosure a postponed disclosure?	:	No
Summary Information	:	Change of Assignment

■ DISCLOSURE:

Public Disclosure/s to be Announced: Change of Assignment

Mr. Ahmet Toksoy, who has been acting as our Company's Board of Directors' Member, Executive Committee Member and Head of Financial Affairs Group, has been assigned as Head of Audit and Risk Management of the Dogan Sirketler Grubu Holding A.S. as per Feb.8, 2010. In this framework, Mr. Ahmet Toksoy's functions as Executive Committee member and Head of the Financial Affairs Group in our Company have been concluded, whereas his Board of Directors' membership shall continue until the ordinary general meeting to be held.

We hereby declare that the foregoing explanation relies on the principles specified in the Notification with the serial number VIII and number 54 of the Capital Market Board; that the information provided to us is accurate and true and complies with our records and documents; that we have made all necessary efforts and endeavoured to ensure that information associated with the matter reflects the accuracy and truth and that we are responsible for the explanations made.

Best regards,