

■ Sale of Financial Fixed Assets

Address	:	HürriyetMedya Towers, Güneşli 34212 Bağcılar/İstanbul
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Investor/ Shareholder Relations Division Telephone and fax no.	:	Tel: 212 449 60 30 Fax: 212 6770892
Whether there are updates?	:	No
Whether there are adjustments?	:	No
Is the disclosure a postponed disclosure?	:	No
Original Information Disclosed	:	-
Summary Information	:	Transfer of DYG İlanveReklamHizmetleri A.S. shares

Date of the Resolution by the Board of Directors in respect to the Sale	:	03.09.2010
Title of the Financial Fixed Asset Sold	:	DYG İlanveReklamHizmetler A.Ş
Field of Activity of the Financial Fixed Asset Sold	:	Publicity and advertisement marketing
Capital of the Financial Fixed Asset Sold	:	1.355.000
The date transaction has been / shall be concluded	:	03.10.2010
Sales Conditions	:	Paid in cash
Nominal Amount of the Shares Sold	:	271.000
Per Share Price	:	1.000
Total Amount	:	271.000
Rate of Shares Sold over the Capital of Financial Fixed Asset (%)	:	0,07
Post-Sale Participation Rate in the Capital of Financial Fixed Asset (%)	:	0
Rate of Voting Rights Owned after the Sale to the Total Voting Rights of the Financial Fixed Asset (%)	:	0
The Rate of Financial Fixed Asset Sold over the Net Assets within the Last Financial Statement of the Company (%)	:	0,025
The Impact thereof On the Activities of the Company	:	-
Total Loss/Profit Accruing as a result of the Sale	:	-
Information about how the sales profit, if any, will be used	:	-
Date of Board Decision regarding to the utilization of profit	:	-

Name/Title of the Purchaser	:	Milliyet Haber Ajansı A.Ş veBirey Seçme ve Değerlendirme Danışmanlık Ltd. Şti.
The Relationship of the Purchaser with the Company	:	Group company
The Method used to appraise the value of the Financial Fixed Asset	:	-
Information about whether an Appraisal Report has been obtained or not	:	-
If no Appraisal Report has been obtained, the reason thereof	:	-
The Amount specified upon the Appraisal Report	:	-
If the Transaction has not been / will not be realized in accordance with the Results of the Appraisal Report, the reason thereof	:	-

■ SUPPLEMENTARY EXPLANATIONS:

Our Board of Directors has decided to sell 270.000 of the 271.000 shares, each having a nominal value of 1,-TL, which we hold in ‘DYG İlan ve Reklam Hizmetleri A.S.’, which is actually “inactive” and in whose capital we have contributed pro rata 20%, to Milliyet Haber Ajansı A.S. in consideration of 314.576,-TL based on the book value in our statutory records as per Aug.31, 2010, and the value to be paid within 30 days in cash and in advance, and 1.000 shares to Birey Seçme ve Değerlendirme Danışmanlık Ltd. Şti. As a result of the transfer transaction, a participation sales loss amounting to 146.782,31 TL shall arise in our legal records.