
The American Turkish Society Celebrates Turkcell's Ten Years on the NYSE

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New York, NY— The American Turkish Society will award its annual Corporate Partnership Award to Duncan L. Niederauer, CEO of NYSE Euronext, and Süreyya Ciliv, CEO of Turkcell, at its 2011 Gala Dinner on October 20th at The Plaza in New York. The Gala will celebrate Turkcell's ten years on the New York Stock Exchange.

Mustafa V. Koç, Chairman of Koç Holding and Joseph R. Perella, Chairman and CEO of Perella Weinberg Partners support the event as Dinner Committee Co-chairs and will present the honorees their awards at the event. Mica Erteğün serves as Honorary Chairwoman in support of the organization where her late husband, Atlantic Records founder Ahmet Erteğün served as Chairman for many years. The other supporters of the event include top companies from both Turkey and the United States.

"As the first and only Turkish company listed on the New York Stock Exchange, Turkcell is one of the best representatives of Turkey's increasingly dynamic, innovative, and globally-competitive business sector," remarked Murat Köprülü, Chairman of The American Turkish Society. "We are honored to present this year's award to Mr. Niederauer and Mr. Ciliv for their exemplary U.S.-Turkish cooperation and congratulate them on this unique milestone."

The American Turkish Society Annual Gala celebrates successful U.S.-Turkish corporate partnerships and is an outstanding example of what has been The Society's mission since 1949 — to promote business, economic, diplomatic and cultural ties between Turkey and the United States. Past gala dinners celebrated the partnerships of The Coca-Cola Company and Anadolu Group; GE and Do u_ Group; Citi and Sabanc1 Holding; and Ford Motor Company and Koç Holding.

The 2011 gala will be attended by over 300 senior executives from the American and Turkish business communities as well as dignitaries from the U.S. and Turkish public and diplomatic sectors and select guests from the media, arts, civil society, and academia. Gala proceeds will benefit The American Turkish Society's educational, cultural and philanthropic programs and ongoing efforts to bring Turkey and the United States closer.

Turkcell (TKC) is the leading communications and technology company in Turkey with 34.1 million subscribers and a market share of approximately 54% as of June 30, 2011 (Source: Operator's announcements and excluding the impact of the change in prepaid churn periods in Q2 2011). Turkcell is a leading regional player, with market leadership in five of the nine countries in which it operates with its approximately 61.7 million subscribers as of June 30, 2011. The company covers approximately 85% of the Turkish population through its 3G and 99.07% through its 2G technology supported network. It has become one of the first among the global operators to have implemented HSDPA+ and achieved a 42.2 Mbps speed using the HSPA multi carrier solution. Turkcell reported a TRY2.3 billion (US\$1.5 billion) net revenue with total assets of TRY15.5 billion (US\$9.5 billion) as of June 30, 2011. It has been listed on the NYSE and the ISE since July 2000, and is the only NYSE-listed company in Turkey.

www.turkcell.com.tr

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext's equities markets — the New York Stock Exchange, NYSE Euronext, NYSE Amex, NYSE Alternext and NYSE Arca — represent one-third of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext is in the S&P 500 index, and is the only exchange operator in the Fortune 500.

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The American Turkish Society's mission is to enhance business, economic, political, and cultural ties between Turkey and the United States. The Society convenes leaders in government, business, and civil society to discuss and advance U.S.-Turkish relations; fosters understanding and cooperation between the two countries through education, cultural exchange, philanthropy, and networking; informs the American public about Turkey's current affairs, economy, history, and society; and presents and supports programs highlighting Turkish arts and culture through its cultural outfit, Moon and Stars Project. Founded in 1949 by a group of visionaries, The American Turkish Society is the oldest American non-profit, independent, apolitical organization dedicated to building bridges between the United States and Turkey in order to achieve common goals of peace and prosperity. The American Turkish Society is a 501(c)(3) non-profit organization.

www.americanturkishsociety.org