



ANOTHER FIRST FOR TURKCELL: "THE TURKCELL MOBILE SIGNATURE"

Turkcell introduces the mobile electronic signature (legally, the equivalent of a written signature) with its improved security features for mobile phones, and becomes the first company in the world to provide such a service. Turkey, therefore, becomes only the first country in the world to implement mobile signature technology.

Istanbul – Tuesday, Feb 20, 2006 –(NYSE:TKC, ISE:TCELL), Turkey's leading communications and technology company, **Turkcell**, today announced that it is offering a new service, the **Turkcell Mobile Signature** (legally, the equivalent of a written, "wet" signature) to its customers. Initially the service can be used for Internet banking thanks to an agreement between Akbank, Garanti, Türk Ekonomi Bank, Türkiye İş Bank, and Yapı Kredi. The mobile signature was introduced earlier today at a joint press conference given by Turkcell CEO *Süreyya Ciliz*, **Akbank** Deputy General Manager Hakan Binbaşgil,, **Garanti Bank** Technology General Manager *Hüsnü Erel*, **TEB** Deputy General Manager *Cemal Kışmir*, **Türkiye İş Bank** Deputy General Manager *Aykut Demiray*, and **Yapı Kredi Bank** Deputy General Manager *Hishem Laroussi*.

Turkcell Mobile Signature allows users to execute via mobile all of the private, public, and banking transactions for which a written signature is normally necessary – with the exception of those which, by law, require a specific formal routine and witnessing by third parties (such as marriage and real estate registration). Bringing e-signature technology into the mobile environment **without the need for a separate smart card and card reader**, the Turkcell Mobile Signature opens up significant opportunities for Internet banking, submitting official applications remotely, and making the transition to e-Turkey a reality.

Speaking at today's press conference, **Turkcell CEO Süreyya Ciliz** noted that the Turkcell Mobile Signature was at the forefront of removing the obstacles to the transition to e-Turkey by introducing e-signature into the mobile environment in the most secure manner. Mr Ciliz went on to say: "With the Turkcell Mobile Signature, we've established our position at the vanguard of mobile and electronic transactions. We're sure that not far from now, many people will choose to perform transactions in the simplest and most secure fashion by means of the Turkcell Mobile Signature. We'd like to thank the banks that are cooperating with us by using the Turkcell Mobile Signature for the security and convenience of their customers by cooperating with us in this initial phase."

Akbank Deputy General Manager Hakan Binbaşgil,, **Garanti** Technology General Manager *Hüsnü Erel*, **TEB** Deputy General Manager *Cemal Kışmir*, **Türkiye İş Bank** Deputy General Manager *Aykut Demiray*, and **Yapı Kredi Bank** Deputy General Manager *Hishem Laroussi* then explained that the use of the Turkcell Mobile Signature in banking was going to make life easier for their customers. They added that they were happy to be among the banks to spearhead the implementation of this technology and that it would also support the expansion of internet banking in Turkey. Before the closing of the meeting, all of the participating banks electronically signed the cooperation protocol on esozlesme.com using the Turkcell Mobile Signature.



Security is paramount with the Turkcell Mobile Signature

Legally prepared to comply with Law Number 5070 on Electronic Signature and in accordance with the European Union norms, the Turkcell Mobile Signature is the easiest-to-use electronic signature application developed to date. Operating only via mobile SIM cards and with no likelihood of being copied or hacked into, the Turkcell Mobile Signature safeguards its users against cyber-pirates with its superior security features.

The system ensures the user's security by executing the signature in the special security field of the SIMPlus128 cards bearing the CC EAL4+ security certificate designating the highest security level in the respective area as required by the electronic signature regulations. The person that obtains the Turkcell Mobile Signature defines his/her own password which no one else knows. Blocked after three incorrect entries, the Turkcell Mobile Signature password carries no security risk in the event the cell phone is lost or stolen.

Getting a Turkcell Mobile Signature is very easy

Turkcell users will be able to benefit from the convenience and extra security afforded by a mobile signature and will be able to use their existing cell phones without having to invest in any additional gadgets or electronic certificates.

Customers wishing to get a Turkcell Mobile Signature will simply need to go to the Internet branches of the affiliated banks and present their original citizenship ID, driver's license or passport. Turkcell Customer Services then activates the Turkcell Mobile Signature following a security clearance procedure.

The Turkcell Mobile Signature costs YTL 4

The Turkcell Mobile Signature is available for YTL 4 a month including VAT for postpaid lines and 40 credits a month for prepaid lines. Turkcell is offering the Turkcell Mobile Signature to its customers free of charge until 30 June 2007 with the aim of increasing the use of mobile signatures in Turkey.

www.turkcell.com.tr/turkcelmobilimza

Turkcell is the leading GSM operator in Turkey with 31.8 million post-paid and pre-paid customers as of December 31, 2006 operating in a three player market with a market share of approximately 60% as of September 30, 2006 (Source: Telecommunication Authority). In addition to the high-quality wireless telephone services, Turkcell currently offers General Packet Radio Service (GPRS) countrywide and Enhanced Data Rates for GSM Evolution (EDGE) in dense areas, which provide for both improved data and voice services. Turkcell provides roaming with 539 operators in 193 countries as of January 5, 2007. Serving a large subscriber base in Turkey with its high-quality wireless telephone network, Turkcell reported US\$4,528 million net revenues as of December 31, 2005 and US\$3,497million net revenue for the nine months as of September 30, 2006 as per IFRS financial statements. Turkcell has interests in international GSM operations in Azerbaijan, Georgia, Kazakhstan, Moldova, Northern Cyprus and Ukraine. Turkcell has been listed on the NYSE (New York Stock Exchange) and the ISE (Istanbul Stock Exchange) since July 2000 and is the only NYSE listed company in Turkey. 51.00% of Turkcell's share capital is held by Turkcell Holding, 7.46% by Cukurova Group, 13.07% by Sonera Holding, 5.07% by M.V. Group and 0.01% by others while the remaining 23.39% is free float.

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