



PRESS RELEASE

TRADER MEDIA EAST CHANGE TO TME QUARTERLY REPORTING

Amsterdam, The Netherlands – June 21, 2007 (0701 GMT)

Trader Media East Limited, a leader in classified advertising operating in Central and Eastern Europe has changed its quarterly reporting practices and timetable.

Starting with Q1 2007 results, TME will provide quarterly financial information including Balance Sheet and Income Statement. These results will also be consolidated within the quarterly Hurriyet financial statements.

TME previously provided Revenue results for quarters ended 31st March and 30th September and full financial information for the quarter ended 30th June and 31st December at year end.

2007 Financial Calendar - Revised

- **First Quarter 2007 results: June 15**
- **Annual General Meeting of Shareholders: July 19**
- **Second Quarter 2007 Revenue: July 26**
- **2007 Half Year Results: by September 10**
- **Third Quarter 2007 Revenue: October 26**
- **Third Quarter 2007 results: by November 30**

About Trader Media East

Trader Media East is a leader of online and print classified advertising with strong local brands serving local brands serving local markets in Central and Eastern Europe. Trader Media East produces 193 print titles, with 5 million readers per week and hosts 15 websites, with 6.3 million unique monthly visitors. Trader Media East comprises former operations of Trader Classified Media N.V. and employs 5,200 people in 9 countries.

Our branded classified advertising websites and publications and related specialized services have leading positions in specific markets in the following countries: Belarus, Croatia, Hungary, Kazakhstan, Lithuania, Poland, Russia, Slovenia and Ukraine

Forward-Looking Statements

Some of the statements in this document are forward-looking. Forward-looking statements include statements regarding the intent, belief and current expectations of Trader Media East or its officers with respect to various matters. When used in this document, the words “expects,” “believes,” “anticipates,” “plans,” “may,” “will,” “should” and similar expressions, and the negatives thereof, are intended to identify forward-looking statements. Such statements are not promises or guarantees, and are subject to risks and uncertainties that could cause actual outcome to differ materially from those suggested by any such statements. Those factors include, but are not limited to, risks or uncertainties relating to our highly competitive industry, our dependence on advertising including print and online advertising, our ability to make and integrate acquisitions, our ability to obtain financing for acquisitions and other needs on terms acceptable to us, the uncertain operating environment created by political, economic and social conditions, including corruption, in some of the countries in which we operate, the currencies in which we do business, our ability to remit funds freely from the jurisdictions in which we operate, restraints on our operations resulting from minority holdings in some of our subsidiaries, our ability to manage foreign exchange exposures, our dependence on our management team and key personnel, our ability to attract and retain key sales staff, our content, our brands, our limited operating history of our online operations in the countries in which we do business, our inability to adapt to technological changes, as well as general economic and market conditions relating generally to emerging markets.

These forward-looking statements speak only as of the date of this document. We expressly disclaim any obligation or undertaking to release publicly any updates or revisions to any forward-looking statement contained herein to reflect any change in our expectations with regard thereto or any change in events, conditions or circumstances on which any forward-looking statement is based.

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