



## PRESS RELEASE

### **ACQUISITION OF REAL ESTATE MAGAZINE INFONEKRETNINE AND CREM MAGAZINE**

**Amsterdam, The Netherlands- June 13, 2008 (1000 GMT)**

Trader Media East Limited's ("TME") affiliate Oglasnik d.o.o. ("**Oglasnik**"), a leader company in the field of classified advertising operating in Croatia, has finalized the acquisition of the operations of Info-Media d.o.o. ("**InfoMedia**"), a real estate publisher in Croatia.

InfoMedia's products and services include bi-monthly real estate magazine called Infonekretnine, quarterly real estate magazine called CREM and real estate websites named [www.info-nekretnine.com](http://www.info-nekretnine.com) and [www.crem-magazine.com](http://www.crem-magazine.com).

Infonekretnine is the first real estate vertical publication in Croatia and the market leader in the high potential Croatian real estate region called Rijeka.

With this acquisition, Oglasnik has increased its real estate market share up to 70% and has strengthened its leading position in the market.

The rationale of the acquisition is to dominate the real estate market, reach new clients and to get operational leverage.

#### **About Trader Media East**

Trader Media East is a leader of online and print classified advertising with strong local brands serving local markets in Central and Eastern Europe. Trader Media East produces 241 print titles, with 5 million readers per week and hosts 22 websites, with 8.9 million unique monthly visitors.

Trader Media East was incorporated in November 2005. It employs 5,600 people in 11 countries.

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

**Investor Relations Contact Information**

Suzi Apalaci Dayan  
Investor Relations Director  
Tel: +90 212 449 60 30  
e-mail: [sapalaci@hurriyet.com.tr](mailto:sapalaci@hurriyet.com.tr)