



## PRESS RELEASE

### **Appointment of New Chairman & CEO Resignations of the Board Members Establishment of New Advisory Committee & Appointments Resignations & Appointment of Member to Compensation Committee**

**Naarden, The Netherlands – June 30, 2009.**

Trader Media East Limited ("TME" or "Company") announces that the Company's Board of Director Paul F. E. Tesselaar has been appointed as "**Chairman**" as of June 30, 2009.

Mr. Tesselaar, Dutch, has been a member of the Company's Board of Directors since January 2006. He was CEO of Dutch Press Agency "ANP" from 1998 until April 2007. He is a Board member of Data Direction B.V. and Buurtlink. He also has experience in marketing and finance, serving as Managing Director of Chipper Netherlands (a joint card venture between Postbank and Dutch Telecom Firm "Kpn") and Managing Director of Bonaventura (weekly magazine).

TME Vice-Chairwoman Vuslat Doğan Sabancı has been also appointed as "**Executive Director and CEO**" as of June 30, 2009 in addition to her actual duty.

TME Board of Directors Mr. Roelof A. Quintus, Begümhan Doğan Faralyalı, Jacobus Groesbeek, Mr. Cem M. Kozlu, Mr. Peter de Monnick, Mr. Ertuğrul Özkök, and Mr. Alexander Roukens have resigned from the Board of the Company as of June 30, 2009.

Upon decision of the Board of the Company, an "**Advisory Committee**" has been established. Mr. Roelof A. Quintus has been appointed as "**President**" and Mrs. Vuslat Doğan Sabancı has been appointed as "**Vice-President**" of the Advisory Committee. Mr. Roelof A. Quintus, Begümhan Doğan Faralyalı, Jacobus Groesbeek, Mr. Cem M. Kozlu, Mr. Peter de Monnick, Mr. Ertuğrul Özkök and Annelies van den Belt have been appointed as members of the Advisory Committee as of June 30, 2009.

TME also announces that Mr. Roelof A. Quintus and Mr. Cem M. Kozlu as the members of the Compensation Committee of the Company have resigned from their duties and Mr. Paul F. E. Tesselaar has been appointed as "**member**" of the Compensation Committee as of June 30, 2009.

## **About Trader Media East**

We are the leading marketplace for communities of real estate, auto and recruitment, with strong local brands, serving local markets in Russia, CIS, Central and Eastern Europe. Trader Media East produces 201 print titles, with 3.9 million readers per week and hosts 26 websites, with 8 million unique monthly visitors.

Trader Media East was founded in November 2005 and comprises former operations of Trader Classified Media N.V. Today, it employs 4,609 (FTE) 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, Bosnia, Croatia, Hungary, Kazakhstan, Russia, Serbia, 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 described in our publicly filed documents.

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)  
Website: [www.tmeast.com](http://www.tmeast.com)