



PRESS RELEASE

Loan Restructuring

Naarden, The Netherlands – May 4, 2010.

Trader Media East Limited (the "Company" or "TME" or "Group") announces that it has restructured its outstanding Syndication Loan Facility, which originally would mature on May 17, 2012 (in 2 years) as of April 30, 2010. The new facility loan is from a syndication of Russian and Dutch Banks with a maturity of 5 years including one year grace period for an amount of US\$ 70 million, which replaces the outstanding loan for US\$ 88.9 million, where US\$ 18.9 was repaid from TME's own resources.

In depressed lending markets, this facility loan is an indicator of the banking community's assessment of TME's reliability.

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 184 print titles, with 3.2 million readers per week and hosts 28 websites, with 11.1 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 4,273 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 & Herzegovina, 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