

PRESS RELEASE

TRADER MEDIA EAST CEO Appointment Announcement

Naarden, The Netherlands – July 1, 2010.

Trader Media East Limited announces that Mr. Ahmet Özer joined the company as “Chief Executive Officer” as of July 1, 2010.

Ahmet Özer, born in 1972, graduated from Boğaziçi University Department of Economics in 1994. In 1996, after working on project management in various companies for two years, he joined Doğan Group. As the Strategy and Business Development Manager in Doğan Holding, he contributed to creation of future strategies of the Group and taking advantage of new investment fields. At the same time, he started to conduct investor relations of Doğan Holding in 2003.

Having joined Hürriyet family in June 2005, Ahmet Özer worked as Business Development and Investor Relations Coordinator in Hürriyet Gazetecilik Matbaacılık A.Ş. and became Vice-President & Executive Committee Member, Digital Operations of Hurriyet in 2007.

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 181 print titles, with 3.2 million readers per week and hosts 28 websites, with 11 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 4,210 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.

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