



PRESS RELEASE

TRADER MEDIA EAST LIMITED New Chairwoman & Vice-Chairman Appointments, and Advisory Committee Abolishment Announcement

Naarden, The Netherlands – August 17, 2010.

Trader Media East Limited (the “Company” or “TME”) announces that Ms. Vuslat Doğan Sabancı has been appointed as “Chairwoman” and Paul F.E. Tesselaar has been appointed as “Vice-Chairman” of TME on August 17, 2010.

TME announces that TME Advisory Committee has been abolished on August 17, 2010, and all Advisory Committee members (Mr. Roelof A. Quintus - President, Ms. Vuslat Doğan Sabancı - Vice-President, Mr. Paul F. E. Tesselaar, Ms. Begümhan Doğan Faralyalı, Mr. Ertuğrul Özkök, Mr. Peter de Mönnink, and Mr. Cem M. Kozlu) have resigned on August 17, 2010. However, Mr. Roelof A. Quintus (former President of the Advisory Committee of TME), and Mr. Hasan Hakkı Yılmaz (HÜRRİYET Gazetecilik ve Matbaacılık AS’ Chief Executive Officer, CEO) have been appointed as Advisors to TME Board of Directors as of August 18, 2010.

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 182 print titles, and hosts 27 websites, with 10 million unique monthly visitors.

Trader Media East was incorporated in November 2005. It employs 4,120 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, Slovenia, Bosnia & Herzegovina, Serbia, Hungary, Kazakhstan, 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 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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