

COMPANY NAME: Doğın Yayın Holding
DATE : 03.08.2010
INITIAL ANNOUNCEMENT DATE : 08.09.2009; 02.08.2010
SUBJECT : Misleading news in the media

As disclosed on 02.08.2010 (yesterday) in our Material Event Disclosure, the court cases that resulted against our affiliates are only for TL1,880,796.

Today, in some news sources, the figure mentioned above was falsely stated as 1 billion 800 mn TL (instead of 1 million 880 thousand TL) and included misleading statements that this amount will be paid. Since the mentioned amount stated differently in the content and the headline; this suggests that this is more than just a typo.

In line with our public disclosure policy, we hereby remind once again our investors to view any news cautiously that are publicized other than our company.

As previously disclosed on our Material Event Disclosure dated 02.08.2010, there will be a further detailed announcement once the written notifications are received by our affiliates.