

PRESS RELEASE

Turkcell chooses Zenulta's Enterprise Event Correlation solution as a vital part of its drive for excellence in network service management

Only Zenulta's step change in technology can meet network provider's need for time-based event problem analysis to deliver high quality uninterrupted services

Nice, 22 May 2007 - Turkcell, Turkey's leading mobile communication provider with 32 million subscribers, has chosen Zenulta's ground-breaking Enterprise Event Correlation solution as part of its network investment infrastructure programme to deliver service excellence to its customers.

Turkcell operates one of the largest single mobile networks in Europe. With a reputation for striving for excellence, it has worked closely with Zenulta as its launch customer - and with systems integrator Systems Mechanics Ltd - to put into place a solution that will optimise its network service performance.

Turkcell are constantly looking for ways to maintain their excellent customer experience and their objective is to ensure their network operates consistently at full potential and delivers the best to their customers. The quick and effective monitoring of its voice and data network, and the management of performance data, is vital. When live, using Zenulta's Enterprise Event Correlation solution, this data can then be rapidly analysed and mapped against other network data identify any issues and enable real-time service management.

Zenulta's patent-pending "Proximity correlation" technology is a new approach to Enterprise Correlation that breaks down the barriers of incumbent technologies in this marketplace. It has initially been developed to enable telecoms businesses to maintain complex, multi-vendor, multi-platform networks and systems, ensuring smooth running and constant service delivery.

It correlates events at the high level - taking a series of independent notifications and using them to identify the 'Real Event' as quickly as possible in order to take the appropriate actions, so ensuring consistency of service, system performance and vastly reduced support costs.

John Tucker, Chief Executive Officer of Zenulta said: "Our company is proud to be associated with such an innovative mobile communication provider such as Turkcell. Turkcell has a strong focus on performance and customer service and this is a goal which we share."

About Turkcell

Turkcell is the leading GSM operator in Turkey with 32.2 million postpaid and prepaid customers as of March 31, 2007 operating in a three player market with a market share of approximately 60% as of December 31, 2006 (Source: The Telecommunications Authority).

In addition to high-quality wireless telephone services, Turkcell currently offers General Packet Radio Service ("GPRS") countrywide and Enhanced Data Rates for GSM Evolution ("EDGE") in dense areas, which provide for both improved data and voice services.

Turkcell provides roaming with 550 operators in 193 countries as of May 11, 2007. Serving a large subscriber base in Turkey with its high-quality wireless telephone network, Turkcell reported US\$1,295 million net revenues as of March 31, 2007 and US\$4,700 million net revenues as of December 31, 2006 as per IFRS financial statements. Turkcell has interests in international GSM operations in Azerbaijan, Georgia, Kazakhstan, Moldova, Northern Cyprus and Ukraine. Turkcell has been listed on the NYSE ("New York Stock Exchange") and the ISE ("Istanbul Stock Exchange") since July 2000 and is the only NYSE listed company in Turkey. 51.00% of Turkcell's share capital is held by Turkcell Holding, 7.46% by Cukurova Group, 13.07% by Sonera Holding, 4.07% by M.V. Group and 0.01% by others while the remaining 24.39% is free float.

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Zenulta Ltd was founded in February 2006, bringing together experienced Network and Service Management knowledge and a genius approach to the existing issue of enterprise-wide event correlation.

Since then, a team of highly talented developers has been working to bring a new type of Enterprise Event Correlation machine to the market. The innovative product represents a paradigm shift in this arena - a new way of thinking about the issue.

The solution is being developed using Zenulta's innovative technology directly with a customer and a Systems Integrator. The commercial launch date for

the product - which also takes the company name Zenulta - is May 2007.

Zenulta Ltd is privately owned and has already attracted investment partners. The company is UK based operating from Brinkworth in Wiltshire. For further information visit: www.zenulta.com