

PRESS RELEASE**16 March 2011**

FREE OF CHARGE DenizDelight from DenizBank to Turkcell clients!

Through the cooperation with Turkcell, DenizBank breaks a new ground. With the DenizDelight mobile packages offered FREE OF CHARGE, users of Turkcell will be given "Delightful News" every day. Moreover, all the people subscribing to this free of charge service will get discounts from contracted companies such as Groupon ŞehirFırsatı, D&R etc.

Considering expectations of clients with its financial portal approach and offering innovative financial solutions accordingly, **DenizBank** cooperates with Turkcell, Turkey's leading communication and technology company and breaks a ground again. With its free of charge service called DenizDelight, DenizBank will present "Delightful News" to Turkcell subscribers, whether they are DenizBank client or not. Moreover, all the people subscribing to this service will get discounts from contracted companies such as Groupon, ŞehirFırsatı, D&R. This new application has a special importance in that it is the first time that a bank issues its own service in the field of mobile banking.

"We keep appending our signature under difference-making projects"

In his statement regarding the service provided in cooperation with Turkcell, DenizBank's Executive Vice President in charge of Retail Banking **Gökhan Ertürk** said: "As DenizBank, we keep appending our signature under difference-making projects. DenizDelight is a FREE mobile service. Our purpose is to delight people and while doing so, offering extra advantages. Besides the discounts and advantages to be offered to all the members to DenizDelight, which we believe will be a privileged club, we will offer extra benefits for the club members, who are DenizBank clients. With DenizDelight, we will be in continuous contact with people through mobile phones, which are now an inseparable part of our life. To benefit from this service, it is not obligatory to be a DenizBank client, we offer a service accessible to all Turkcell users".

Turkcell's Executive Vice President in charge of Product and Service Management **Cenk Bayrakdar** commented: "Playing a leading role in the world in the field of mobile banking, Turkcell now breaks a new ground with DenizBank in this field. In this context, DenizDelight is a service package to be issued under the sole sponsorship of one brand for the first time.



We believe that the content and benefits to be offered FREE OF CHARGE, will contribute greatly to the communication of the brand among DenizBank's existing and potential clients."

What are the free services awaiting the subscribers?

To benefit from the delightful news for free, Turkcell clients just need to text DENIZ and send the SMS to 7280. In this way, they will receive delightful news regularly on their mobile phone. In the scope of the service to be offered under the cooperation of DenizBank and Turkcell, subscribers will receive "discount of the day" news every day and news and innovations to delight them about a different topic. On the other hand, all the subscribers are offered the opportunity to get a discount coupon from ŞehirFirsati, books, CDs and DVDs with extra discounts on D&R website. Further to that, subscribers having a DenizBank credit card will earn daily free telephone minutes of 75 minutes or 30 TL in the first time when they make a shopping on the websites of contracted companies such as Groupon ŞehirFirsati and D&R.