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**TF1 – DOĞAN YAYIN HOLDING A.S.
PRESS RELEASE**

Dogan Yayin Holding A.S. (DYH) and TF1 have agreed to study as part of an exclusive partnership the possible acquisition of Digitürk presented by Yapi Kredi Bank.

TF1 group is a diversified French communication group. It is composed of the French leading free to air channel (TF1) that generate 60% of the turnover of the group, more than 20 theme channels (incl. Eurosport), digital broadcast on satellite and ADSL with TPS, video business, merchandising and derivative products activities, internet, production and audiovisuals activities. TF1 group's turnover is around 2,8 Bn€ TF1 shares are listed on the Paris Stock Exchange "Premier Marché" with ISIN code FR0000054900.

DYH is the leading media company in Turkey engaged in mainly TV broadcasting, newspaper, magazine, book publishing and internet businesses with approximately \$1 billion annual turnover. DYH is listed in Istanbul Stock Exchange and included in ISE 30 Index with a ticker: DYHOL.

Digitürk is the single Digital Pay TV platform in Turkey with a 868,000 subscriber base and broadcasting close to 90 TV channels.

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