

COMPANY NAME : Doğın Yayın Holding A.Ş.
DATE : 07.04.2010
INITIAL ANNOUNCEMENT DATE : 19.11.2009
SUBJECT : Capital increase in our company and the exercise of pre-emptive rights.

The shares that will be issued with nominal value of TL198.000.000 for the capital increase of our Company from TL802.000.000 to TL1.000.000.000 via rights issue were registered with Capital Markets Board (CMB) on 07.04.2010 and with ref no.18/266. The existing shareholders have pre-emptive rights to subscribe to the new shares in proportion with 24.68828% of their shareholding. The pre-emptive rights can be exercised for 15 days between 12/04/2010 and 26/04/2010 at the addresses specified in the circular at TL1/share for each single share of TL1 nominal value.

Our shareholders who have not yet dematerialized their shares in accordance with the Capital Markets Law and thus have physical share certificates will only be able to exercise their pre-emptive rights, as per Capital Markets Law Temporary Article No 6 and Central Registry Agency's (CRA) General Letter dated 30 January 2008 with number 294, following the completion of the dematerialization. Our shareholders can initiate the dematerialization process by submitting the shares they hold in physical form to our company headquarters at the address and telephone numbers provided below. Our shareholders can get information from our company about the dematerialization process. For future share offerings, physically printed share certificates will not be given.

On the other hand, shareholders whose shares are monitored by the CRA within the framework of arrangements by Capital Markets Regulations with respect to the registration system will get their bonus shares "in record" as per the Capital Markets Regulations.

The circular regarding the execution of pre-emptive rights will be published on 08.04.2010 on issues of Milliyet and Referans newspapers. The prospectus and circular regarding the capital increase can be found in the web sites of "Public Disclosure Platform" (KAP) at the address www.kap.gov.tr <<http://www.kap.gov.tr>> and of our company at the address www.dyh.com.tr <<http://www.dyh.com.tr>>.