

PRESS RELEASE

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**Aerotel Medical Systems and Turkcell Demonstrate Advanced Wireless
Telemedicine and Telecare Solutions at CeBIT Eurasia 2007**

***Aerotel's innovative solutions designed to improve personal health, safety and quality of
life***

Istanbul, Turkey, October 1, 2007 -- **Aerotel Medical Systems**, one of the world's leading manufacturers of advanced telemedicine and remote monitoring solutions for telemedicine and telecare, and **Turkcell**, the leading mobile operator in Turkey, demonstrate Aerotel's advanced solutions at CeBIT Eurasia, held in Istanbul, Turkey, 2-7 October, 2007.

Wireless Telehealth Offers Enhanced Care and Cost Savings

Telemedicine, also known as telehealth, means using information and communications technologies for the delivery of healthcare services. Telemedicine reduces the unnecessary hospitalizations and reduces waiting lists for medical treatment with a significant saving factor on economical resources. This technology gives patients the ability to monitor the specific parameters of their conditions and then have the information sent directly to their physicians for management of their disease process via telephone, cellular or the Internet.

With wireless technologies playing a greater role in remote monitoring solutions, these innovative solutions enable mobile people to get assistance and care from anywhere at any time, save costs and travel time and reduce anxiety.

"By offering innovative mobile and wireless monitoring solutions we are enabling people on the move to get all the benefits of telemedicine and telecare technologies, enjoy their lives and save costs" explains David Rubin, Aerotel's CEO. "Aerotel's mobile solutions offer significant clinical and economical benefits for patients, families, physicians and administrators.

Advanced Wireless Telecare Solutions will be Demonstrated

At CeBIT Eurasia the two companies will be demonstrating the following wireless telehealth and telecare solutions:

Wireless homecare hubs – Used for connecting multiple medical sensors in the home, for example blood pressure or electrocardiogram (ECG) for chronic care & disease management, transmitting the data to a remote medical call center via any Bluetooth-enabled mobile phone on the Turkcell network. These hubs offer the best "total cost of ownership" solution for home monitoring of medical parameters and provide the best means to monitor chronically ill patients.

Wireless ECG - A software-less solution that turns practically any Bluetooth enabled cellular phone into a medical data acquisition and transmission hub. It can connect to various home monitoring devices, such as Aerotel's HeartView™ Personal hand-held 12-lead ECG monitor via Bluetooth. The solution enables easy and effective transmission of clinical information to a remote monitoring center for interpretation and immediate care.

HeartOne™ - An innovative, single lead, easy to use, ultra-compact ECG recorder/transmitter, HeartOne™ is unique in its portability and capability of maximizing patient mobility. It's so small that it easily fits into a pocket, making it readily available for use at any time and any place. Recorded results can be transmitted to the Heartline Receiving Station (HRS) from any standard telephone.

Medical Receiving Software – Aerotel offers a suite of remote receiving solutions for medical monitoring with powerful software tools, designed for healthcare service providers and monitoring call centers serving

multiple home care and mobile care users in remote locations. These advanced monitoring solutions include Aerotel's web integration tool that enables secure remote access for patients or doctors to data stored in the patient database, from anywhere.

SKeeper™ personal safety phone - A wearable emergency alarm and cellular communicator device developed by Aerotel. SKeeper™ enables elderly people, children or lone workers to be in close contacts with their relatives or caregivers and get immediate help in case of need from a tele-assistance center with 24X7 human responses. It enables two-way voice calls and text messages with an advanced alerting system for enhanced personal security.

About Turkcell

Turkcell is the leading GSM operator in Turkey with 33.8 million postpaid and prepaid customers as of June 30, 2007 operating in a three player market with a market share of 58.2% as of June 30, 2007. 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 556 operators in 194 countries as of August 7, 2007. Serving a large subscriber base in Turkey with its high-quality wireless telephone network, Turkcell reported US\$2,798 million net revenues for the six months ended June 30, 2007 and US\$4,700 million net revenues for the year ended 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 first and only NYSE listed company in Turkey. 51.00% of Turkcell's share capital is held by Turkcell Holding, 4.22% by Cukurova Group, 13.07% by Sonera Holding, 4.07% by M.V. Group and 0.01% by others while the remaining 27.63% is free float.

About Aerotel Medical Systems

Aerotel Medical Systems is a world leader in cost-effective, high quality, user-friendly, medical diagnostic systems and devices for home care, eHealth and telemedicine. The company provides a complete disease management package; including transtelephonic devices designed for a variety of remote diagnostic, emergency services and monitoring applications, hardware and software platforms for remote monitoring call centers, as well as phone and web-based monitoring software. Aerotel enables patients to conduct tests comfortably while leading normal, mobile lives. With a client base in over 40 countries around the globe, Aerotel has been recently awarded the prestigious "Innovation and Growth Strategy Leadership of the Year Award 2007" by Frost & Sullivan.

For further information please visit Aerotel Medical Systems website at, www.aerotel.com or visit Turkcell booth at Hall #7 at CeBIT Eurasia 2007.

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