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IEG Press Release (12 December 2007)

German Wall AG Acquires Leading Turkish Outdoor Advertiser

Wall AG accelerates international Expansion and acquires Turkish outdoor advertiser ERA Outdoor A.S. – IEG - Investment Banking advises first international acquisition of Wall AG

Istanbul/Berlin, 12 December 2007

Wall AG, Berlin, sets the course for international expansion. The company purchases the majority of the Turkish outdoor advertiser ERA Outdoor A.S. from the Kamcili family and strengthens its existing activities in Turkey.

ERA A.S. owns and operates a dense network of street furniture and billboards in western and south-western Turkey (e.g. Bodrum, Marmaris & Cesme) and is the ideal complement to Wall AG's current Istanbul operations. The transaction has already received approval by the competition authorities; the deal value remains undisclosed.

In this first foreign acquisition, Wall AG was advised by IEG – Investment Banking, Berlin, and IEG's office in Istanbul, Turkey.

With this transaction, IEG – Investment Banking, Berlin, strengthens its profile as the leading European financial advisor for the media industry. "With this acquisition, IEG's team has successfully advised on seven of the largest outdoor media transactions ever. In other media and internet services, we have successfully advised on six more transactions in 2007 alone", says Stefan C. Heilmann, Managing Director of IEG – Investment Banking, Berlin.



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About Wall:

In the field of street furniture with back-lit poster advertising, Wall AG is one of the international leading companies. The success is based on the business concept "development, production, service and media sales from a single source". Tailor-made for the cities of the world, all advertising panels are manufactured in-house, in the most sophisticated European production plant for street furniture products in Velten (Berlin-Brandenburg). The Wall service is on the go every day. Well-trained own staff guarantees a consistent maintenance, care and cleaning of all street furniture items in Wall cities.

Wall products are provided in Germany together with the capital Berlin in 26 cities, in Turkey in Istanbul, in Bulgaria in Sofia and in Hungary in Budapest. In 2006 Wall AG Group had revenues of EUR 134.5 million and employed 600 people worldwide.

Beate Stoffers, Pressesprecherin

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About IEG:

IEG is a leading, independent and international Investment Banking house for mid-cap companies, entrepreneurs & institutional investors. IEG is active in Corporate Finance Advisory, Institutional Placements and Principal Investments. IEG is focussed on the development and implementation of tailor-made transactions and financings. IEG is headquartered in Berlin and has branch and associated offices in Milan, Madrid, Amsterdam, Istanbul, Shanghai, Mumbai, Johannesburg, Buenos Aires and Sao Paulo. IEG employs more than 90 professionals in its domestic and international operations. IEG is 100% owned by its management and employees.

Stefan C. Heilmann, Managing Director

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About ERA Outdoor A.S.:

Leading Turkish outdoor advertising company ERA Outdoor A.S. produces street furniture and markets advertising faces on street furniture and billboards since 1983. ERA Outdoor A.S. enjoys a distinguished market position in the coastal regions of the Aegean due to contracts with the cities of Bodrum, Mamaris, Check and Aytaç. Furthermore, ERA's products can also be found in 50 cities in western and south-western Turkey. ERA Outdoor A.S. generates sales of TYL 16 million and currently employs approx. 60 people.

Emre Kamçili, Managing Director

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