

## TMME 2008 Q2 Results released

Turkish Airlines, Erikli, Opet and Ulker are leading brands in their sectors according to the TMME 2008 Q2 Results.

The logo for TMME (Türkiye Müşteri Memnuniyeti Endeksi) is displayed in white text on a red rectangular background. The letters 'T', 'M', 'M', and 'E' are large and spaced out.

Türkiye Müşteri Memnuniyeti Endeksi

<September 2008> The results of 2008 Q2 for Turkish National Customer Satisfaction Index (TMME) were released in September 2008.

Turkish Airlines (Airlines), Erikli (Water), Opet (Petrol Stations) and Ulker (Fruit Juice) received the highest customer satisfaction scores in their sectors.

**2008 Q2 Results** were based on **5,677 interviews** with the customers of **21 brands/corporations in 4 industries/sectors**. The data collection and analysis were conducted by KA Research Limited between dates June 11-30, 2008.

KA Research Limited has developed TMME in cooperation with KalDer - Turkish Society for Quality, under its exclusive license agreement with ACSI and University of Michigan. TMME quarterly and independently measures performance of over 200 public and private companies/organizations in over 30 industries/sectors, by interviewing over 40.000 customers across 81 provinces of Turkey.

TMME has been launched in 2005; and the results of TMME are published quarterly in national news media. For further information please visit the following websites/links:

[http:// www.tmme.org.tr](http://www.tmme.org.tr)