

CELLCOM ISRAEL LTD. SCHEDULES FOURTH QUARTER AND FULL YEAR 2007 RESULTS RELEASE FOR MARCH 18, 2008

Conference Call Scheduled for March 18, 2008 at 09:00am EDT

Netanya, Israel – February 14, 2008 – Cellcom Israel Ltd. (NYSE: CEL) (TASE: CEL) (the "Company"), announced today that it will be releasing its financial results for the fourth quarter and full year of 2007 on Tuesday, March 18, 2008.

The Company will be hosting a conference call later that day, at 9:00am EDT. On the call, management will review and discuss the results and will be available to answer questions.

To participate, please call one of the following teleconferencing numbers. Please begin placing your calls at least 10 minutes before the conference call commences. If you are unable to connect using the toll-free numbers, please try the international dial-in number.

US Dial-in Number: 1 888 407 2553

UK Dial-in Number: 0 800 051 8913

ISRAEL Dial-in Number: 03 918 0609

International Dial-in Number: +972 3 918 0609

at:

9:00 am Eastern Daylight Time; 6:00 am Pacific Daylight Time;

1:00 pm UK Time; 3:00 pm Israel Time

The conference will be **broadcast live** on the investor relations section of the Company's website: <http://investors.ircellcom.co.il>. After the call, a **replay of the call** will be available under the same investor relations section.

About Cellcom Israel

Cellcom Israel Ltd., established in 1994, is the leading Israeli cellular provider; Cellcom Israel provides its 3 million subscribers with a broad range of value added services including cellular and landline telephony, roaming services for tourists in Israel and for its subscribers abroad and additional services in the areas of music, video, mobile office etc., based on Cellcom Israel's technologically advanced infrastructure. The Company operates an HSPA 3.5 Generation network enabling the fastest high speed content transmission available in the world, in addition to GSM/GPRS/EDGE and TDMA networks. Cellcom Israel offers Israel's broadest and largest customer service infrastructure including telephone customer service centers, retail stores, and service and sale centers, distributed nationwide. Through its broad customer service network Cellcom Israel offers its customers technical support, account information, direct to the door parcel services, internet and fax services, dedicated centers for the hearing impaired, etc. In April 2006 Cellcom Israel, through Cellcom Fixed Line Communications L.P., a limited partnership wholly-owned by Cellcom Israel, became the first cellular operator to be granted a special general license for the provision of landline telephone communication services in Israel, in addition to data communication services. Cellcom Israel's shares are traded both on the New York Stock Exchange (CEL) and the Tel Aviv Stock Exchange (CEL).

For additional information please visit the Company's website <http://investors.ircellcom.co.il>

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