

CELLCOM ISRAEL LTD. ANNOUNCES MARKETING VP RESIGNATION FROM OFFICE

NETANYA, Israel, December 12, 2010 – Cellcom Israel Ltd. (NYSE: CEL) (the "Company") announced today that Mr. Adi Cohen, notified the Company of his resignation from office as the Company's marketing vice president, after five years of successful and extensive tenure. The date in which Mr. Cohen will be leaving his office will be agreed upon on a later date.

Mr. Amos Shapira, the Company's CEO thanked Adi Cohen on behalf of the employees, management, board of directors and shareholders of the Company for his contribution to the Company and added that Adi Cohen was responsible for determining the Company's marketing strategy, finding new growth engines, enhancing the Company's customer base, and had a key role in turning the Company into Israel's leading cellular company. Adi Cohen was responsible for many of the Company's achievements including the positioning of the content services as a growth engine, the successful handling of number portability implementation, and other innovative marketing activities which reaffirmed the Company's image as a preferred and innovative cellular company.

About Cellcom Israel

Cellcom Israel Ltd., established in 1994, is the leading Israeli cellular provider; Cellcom Israel provides its approximately 3.376 million subscribers (as at September 30, 2010) 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 advanced high speed broadband multimedia services, 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. As of 2006, Cellcom Israel, through its wholly owned subsidiary Cellcom Fixed Line Communications L.P., provides 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://www.cellcom.co.il>

Company Contact

Yaacov Heen
Chief Financial Officer
investors@cellcom.co.il
Tel: +972 52 998 9755

Investor Relations Contact

Porat Saar & Kristin Knies
CCG Investor Relations Israel & US
cellcom@ccgisrael.com
Tel: +1 646 233 2161