

CELLCOM ISRAEL LTD. ANNOUNCES APPOINTMENT OF VP MARKETING

NETANYA, Israel, March 14, 2011 – Cellcom Israel Ltd. (NYSE: CEL) (the "Company") announced today that following its previous announcement as to the Company's vice president of marketing resigning from office, the Company's board of directors has appointed Mr. Yoni Sabag as the Company's vice president of marketing, effective April, 15, 2011.

Mr. Sabag has served as head of the Company's private sector marketing department, in charge of the private and small business sectors since 2006. Prior to that, Mr. Sabag served in a variety of positions within the Company's marketing division.

Mr. Amos Shapira, the Company's CEO said today that "Yoni joined the Company 13 years ago as a sales representative while a student of economics and business management at the University of Haifa. Since 2000 he is with the Company's marketing division, where he climbed up the ladder through a variety of positions. As head of the Company's private sector marketing department, Yoni has been a central and leading element in the Company's marketing activities and its success and his appointment as VP marketing is a testament of the Company's appreciation of his capabilities and professionalism. We take great pride in appointing one of our own managers to the VP marketing position and wish Yoni success in his new position."

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 www.cellcom.co.il

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