

CELLCOM ISRAEL SCHEDULES FIRST QUARTER 2011 RESULTS RELEASE FOR MAY 16, 2011

Conference Call Scheduled for May 16, 2011 at 10:00 ET

Netanya, Israel – May 2, 2011 – Cellcom Israel Ltd. (NYSE: CEL) (TASE: CEL) (hereinafter: the "Company"), announced today that it will be releasing its financial results for the first quarter ended March 31, 2011 on Monday, May 16, 2011, before the US markets open.

The Company will be hosting a conference call at 10:00 am ET (7:00 am PST, 15:00 GMT, 17:00 Israel time). 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: 0-800-917-9141

Israel Dial-in Number: 03-918-0610

International Dial-in Number: +972-3-918-0610

at:

10:00 am ET; 7:00 am PST;

15:00 GMT Time; 17:00 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 approximately 3.394 million subscribers (as at December 31, 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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