

CELLCOM ISRAEL LTD. ANNOUNCES SALE OF A SMALL PORTION OF ITS ISSUED SHARE CAPITAL BY CONTROLLING SHAREHOLDER

Netanya, Israel – February 12, 2013 – Cellcom Israel Ltd. (“Company”) (NYSE: CEL) announced today that Discount Investment Corporation Ltd., or DIC, the Company's controlling shareholder, has informed the Company today that it sold in Israel to Israeli investors approximately 1.69 million shares of the Company, constituting approximately 1.7% of the Company's issued share capital, for a total consideration of approximately NIS 46 million in cash. Following the sale, DIC holds approximately 41.9% of the Company's issued share capital (approximately 45.3% of the Company's voting rights).

The shares have not been and will not be registered under the U.S. Securities Act of 1933. Accordingly, the shares may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirements of the Securities Act.

About Cellcom Israel

Cellcom Israel Ltd., established in 1994, is the leading Israeli cellular provider; Cellcom Israel provides its approximately 3.338 million subscribers (as at September 30, 2012) 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 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 technical support, account information, direct to the door parcel delivery services, internet and fax services, dedicated centers for hearing impaired, etc. Cellcom Israel further provides through its wholly owned subsidiaries internet connectivity services and international calling services, as well as 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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