

CELLCOM ISRAEL ANNOUNCES RESULTS OF ITS DEBENTURE OFFERING IN ISRAEL

Netanya, Israel – July 8, 2014 – Cellcom Israel Ltd. (NYSE: CEL) (TASE: CEL) (hereinafter: the "Company") announced today that the public tenders for its series H and series I debentures, previously announced on July 6, 2014, have been concluded. The Company received offers for approximately NIS 1.2 billion total consideration and accepted only a portion of these offers. The final pricing information relating to the public offering is as follows:

- Approximately NIS 106 million principal amount of Series H debentures at an interest rate of 1.98% per annum, linked to the Israeli Consumer Price Index, or CPI. The series will be sold at par value (NIS 1,000 per unit);
- Approximately NIS 223 million principal amount of Series I debentures at an interest rate of 4.14% per annum, without linkage. The series will be sold at par value (NIS 1,000 per unit).

The total net consideration to be received by the Company is approximately NIS 326 million. The closing of the offering is expected to occur on July 8-9, 2014.

The offering described in this press release, was made in Israel to residents of Israel only. The said debentures will not be registered under the U.S. Securities Act of 1933 and will not be offered or sold in the United States. This press release shall not constitute an offer to sell or the solicitation of an offer to buy any debentures.

About Cellcom Israel

Cellcom Israel Ltd., established in 1994, is the largest Israeli cellular provider; Cellcom Israel provides its approximately 3.049 million subscribers (as at March 31, 2014) 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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