

CELLCOM ISRAEL SCHEDULES FOURTH QUARTER AND FULL YEAR 2014 RESULTS RELEASE FOR MARCH 16, 2015

Conference Call Scheduled for March 16, 2015 at 10:00 EDT

Netanya, Israel – March 2, 2015 – Cellcom Israel Ltd. (NYSE: CEL) (TASE: CEL) (hereinafter: the "Company"), announced today that it will be releasing its financial results for the fourth quarter and full year ended December 31, 2014 on Monday, March 16, 2015, before the US markets open.

The Company will be hosting a conference call at 10:00 am EDT (7:00 am PT, 14:00 UK time, 16:00 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 EDT; 7:00 am PDT;
14:00 UK Time; 16:00 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 largest Israeli cellular provider; Cellcom Israel provides its approximately 3.010 million cellular subscribers (as at September 30, 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, additional services in the areas of music, video, mobile office etc. and most recently - also television over the internet service in Israel, based on Cellcom Israel's technologically advanced infrastructure. The Company operates an LTE 4 Generation and HSPA 3.5 Generation networks 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. Cellcom Israel further provides through its wholly owned subsidiaries internet connectivity services and international calling services, as well as landline telephone communication services, 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>

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