

## **CELLCOM ISRAEL ANNOUNCES ANTITRUST APPROVAL TO NETWORK SHARING AGREEMENT WITH XPHONE**

**Netanya, Israel – October 30, 2016** – Cellcom Israel Ltd. (NYSE: CEL) (TASE: CEL) (the "Company") announces that following the Company's previously reported July 2016 network sharing and hosting agreement with Marathon 018 Xfone Ltd. ("Xfone" and the "Original Agreement", respectively), and the previously reported further negotiations with Xfone, the Israeli Antitrust commissioner has approved the Original Agreement, subject to the annulment of a certain provision. The Original Agreement further requires the approval of the Israeli Ministry of communications.

For additional details see the Company's current reports on Form 6-K dated July 12, 2016, August 10, 2016 under "Other developments during the second quarter of 2016 and subsequent to the end of the reporting period –Agreement with Xfone" and September 21, 2016.

### **About Cellcom Israel**

Cellcom Israel Ltd., established in 1994, is the largest Israeli cellular provider; Cellcom Israel provides its approximately 2.812 million cellular subscribers (as at June 30, 2016) with a broad range of value added services including cellular 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 LTE 4 generation network and 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 OTT TV services (as of December 2014), internet infrastructure (as of February 2015) and 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 <http://investors.cellcom.co.il/>

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