



PARTNER COMMUNICATIONS ANNOUNCES DATE OF 2009 ANNUAL RESULTS

ROSH HA'AYIN, Israel, January 12, 2010 - Partner Communications Company Ltd. ("Partner" or "the Company") (NASDAQ and TASE: PTNR), a leading Israeli mobile communications operator, announces today that it will release its financial results for the year and quarter ended December 31st 2009 on February 9, 2010.

David Avner (CEO), Emanuel Avner (CFO) and Oded Degany (V.P. Corporate Development, Strategy and IRO) will review the results in a conference call that will be held at 10.00 a.m. Eastern Time / 5.00 p.m. Israeli Time.

Please call the following numbers (at least 10 minutes before the hour) in order to participate:

North America toll-free: 1 888 668 9141

International: +972 3 9180609

A live webcast of the call will also be available on Partner's website at:

http://www.orange.co.il/investor_site/

If you are unavailable to join live, the replay numbers are:

North America toll-free: 1 888 326 9310

International: +972 3 925 5900

Both the replay of the call and the webcast will be available through February 9, 2010 until February 16, 2010.

About Partner Communications

Partner Communications Company Ltd. ("Partner") is a leading Israeli provider of telecommunications services (cellular, fixed-line telephony and internet services) under the orange™ brand. The Company provides mobile communications services to over 3 million subscribers in Israel (as of September 30, 2009). Partner's ADSs are quoted on the NASDAQ Global Select Market™ and its shares are traded on the Tel Aviv Stock Exchange (NASDAQ and TASE: PTNR).

Partner is an approximately 45%-owned subsidiary of Scailex Corporation Ltd. ("Scailex"). Scailex's shares are traded on the Tel Aviv Stock Exchange under the symbol SCIX and are quoted on "Pink Quote" under the symbol SCIXF.PK. Scailex currently operates in three major domains of activity: 1) the sole import, distribution and maintenance of Samsung mobile handset and accessories products primarily to the three major cellular operators in Israel; 2) distribution and sale of various manufacturers' mobile handsets, accessories and provision of maintenance services, through a chain of retail stores and booths ("Dynamic"), to end customers of Cellcom (as part of the acquisition of the controlling stake in Partner, Scailex announced to Cellcom the termination of the distribution agreement through Dynamic, effective July 1, 2010) and; (3) management of its financial assets.

For more information about Scailex, see <http://www.scailex.com>.

For more information about Partner, see http://www.orange.co.il/investor_site.

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