



partner communications

## **PARTNER COMMUNICATIONS WILL HOST A CONFERENCE CALL TO DISCUSS THE SHARE PURCHASE AGREEMENT OF 012 SMILE**

***ROSH HA'AYIN, Israel, October 14, 2010*** - Partner Communications Company Ltd. ("Partner" or "the Company") (NASDAQ and TASE: PTNR), a leading Israeli communications operator, announces today that it will host a conference call to discuss the share purchase agreement of 012 Smile Telecom Ltd., following the Company's press release dated October 13, 2010.

The conference call will be hosted by Mr. Yacov Gelbard (CEO), Mr. Emanuel Avner (CFO) and Mr. Oded Degany (V.P. Corporate Development and Regulation) and will be held on Tuesday, October 19, 2010 at 11.30 a.m. Eastern Time / 5.30 p.m. Israel Time.

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

International: +972.3.918.0644

North America toll-free: +1.888.407.2553

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

International: +972.3.925.5925

North America: +1.888.295.2634

The replay of the call will be available from October 19, 2010 until October 26, 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. 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 two major domains of activity in addition to its holding in Partner: (1) the sole import, distribution and maintenance of Samsung mobile handset and accessories products primarily to the major cellular operators in Israel (2) 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](http://www.orange.co.il/investor_site)

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