



PARTNER COMMUNICATIONS ANNOUNCES THE DATE OF REPORTING Q3 2010 RESULTS

ROSH HA'AYIN, Israel, October 26, 2010 - Partner Communications Company Ltd. ("Partner" or "the Company") (NASDAQ and TASE: PTNR), a leading Israeli communications operator, announces today that it will release its financial results for the quarter ended September 30, 2010 on November 9, 2010.

Mr. Yacov Gelbard (CEO) and Mr. Emanuel Avner (CFO) will review the results in a conference call that will be held on November 9, 2010 at 10.00 a.m. Eastern Time / 5.00 p.m. Israel Time.

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

International: +972.3.918.0610

North America toll-free: +1.888.407.2553

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:

International: +972.3.925.5928

North America: +1.888.295.2634

Both the replay of the call and the webcast will be available from November 9, 2010 until November 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. 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

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