



PARTNER COMMUNICATIONS ANNOUNCES THE APPOINTMENT OF MR. OFFER PERI AS CEO OF 012 SMILE

ROSH HA'AYIN, ISRAEL, March 13, 2011 - Partner Communications Company Ltd. ("Partner" or "the Company") (NASDAQ and TASE: PTNR), a leading Israeli communications operator, announces the appointment of Mr. Offer Peri as Chief Executive Officer of 012 Smile Telecom Ltd. ("**012 Smile**") as of April 1, 2011.

Mr. Offer Peri will replace Ms. Stella Handler, 012 Smile's incumbent CEO.

Mr. Offer Peri has served in a number of positions in telecommunication companies and was responsible for corporate development in the Bezeq Group and also served as Chief Executive Officer of Bezeqcall Communications Ltd., a company which provided services and overall solutions for the business segment.

Mr. Offer Peri holds an M.B.A degree and a bachelor's degree in Business Administration and Social Sciences from the Hebrew University of Jerusalem.

Mr. Yacov Gelbard, Partner's CEO and 012 Smile's Chairman of the Board of Directors, thanked Ms. Stella Handler for her unrivalled contribution to 012 Smile's success. During her tenure, 012 Smile achieved a remarkable operational and financial performance and became a leading company in the internet, international long distance and local telecommunications fixed-line arena in Israel. Mr. Yacov Gelbard wished Ms. Stella Handler well in her new endeavors.

Commenting on the appointment of Mr. Offer Peri, Mr. Yacov Gelbard, said: "I am certain that the combination of Mr. Offer Peri's rich and comprehensive managerial experience, mainly in the telecommunications area, will, in combination with the assets

that have been built at 012 Smile over the years, bring 012 Smile to new heights and will strengthen the Partner telecommunication group."

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

About 012 Smile Telecom Ltd.

012 Smile is a wholly owned subsidiary of Partner Communications which provides international long distance services, internet services and local telecommunication fixed-line services (including telephony services using VOB) under the 012 Smile brand. The completion of the purchase of 012 Smile by Partner Communications took place on March 3, 2011. For further details see the press release dated March 3, 2011.

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