



CELLCOM ISRAEL ANNOUNCES RESULTS OF ANNUAL GENERAL MEETING OF SHAREHOLDERS

NETANYA, Israel, April 8, 2010 – Cellcom Israel Ltd. (NYSE: CEL) (the “Company”) announced today that its Annual General Meeting of Shareholders (the “Meeting”) was held as planned on April 7, 2010, at which the following items were voted upon and duly approved by the Company’s shareholders:

- (1) to re-elect Ami Erel, Shay Livnat, Raanan Cohen, Avraham Bigger, Rafi Bisker, Shlomo Waxe, Haim Gavrieli, Ari Bronshtein and Tal Raz as directors;
- (2) to re-elect Ronit Baytel and Joseph Barnea as external directors; and
- (3) to reappoint Somekh Chaikin as the Company's independent auditor;

For more information, please see the Company’s Proxy Statement relating to the Meeting, which was filed on Form 6-K on February 25, 2010.

About Cellcom Israel

Cellcom Israel Ltd., established in 1994, is the leading Israeli cellular provider; Cellcom Israel provides its approximately 3.292 million subscribers (as at December 31, 2009) with a broad range of value added services including cellular and landline 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 HSPA 3.5 Generation network enabling advanced high speed broadband multimedia services, in addition to GSM/GPRS/EDGE and TDMA 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 its customers technical support, account information, direct to the door parcel services, internet and fax services, dedicated centers for the hearing impaired, etc. As of 2006, Cellcom Israel, through its wholly owned subsidiary Cellcom Fixed Line Communications L.P., provides 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 [www.cellcom.co.il](http://www.cellcom.co.il)

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Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

CELLCOM ISRAEL LTD.

Date: April 8, 2010

By: /s/ Liat Menahemi Stadler  
Name: Liat Menahemi Stadler  
Title: General Counsel

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