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New in Israel: Lenovo's Netbook (Idea Pad) for only NIS 1,436

Exclusive for Bezeq Customers: a mini-laptop that performs just like larger laptops.

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Bezeq is making an exclusive offer to new and existing customers who upgrade their surfing speed: a Lenovo S10e netbook (Idea Pad) for only NIS 1,436. This mini-laptop computer is exceptionally light and no larger than a notebook. The Lenovo netbook (Idea Pad) has a 10.1 inch screen (the largest in its category) and weighs only 1.1 kilograms. Unlike other mini laptops, which are mostly used as a second computer at home, the capabilities and performance of the Lenovo netbook (Idea Pad) are very similar to those of a standard laptop and can be used as the main computer at home.

During this special offer, new subscribers will be able to purchase the Lenovo mini laptop for NIS 39.90/month in 36 equal payments. Existing customers **who upgrade their surfing speed to 4 mega** will also enjoy a special price: NIS 50/month in 36 equal payments. In addition, all customers subscribing to the new surfing speed, will be entitled to a wireless network, free-of-charge (using a debit-credit model). Prices include the Windows XP Home operating system, multi-touch touchpad for more comfortable use, a built-in camera, 1 GB internal memory and a 160GB hard disc. **It is important to note that this computer will be marketed exclusively to Bezeq customers.**

This represents an additional stage in Bezeq's comprehensive effort that encompasses several campaigns to promote the wireless network revolution in Israel. Currently, more than 400,000 households in Israel already enjoy wireless surfing throughout their home. Bezeq believes that the new campaign will encourage sales and upgrades to speeds of 4 mega and more. This is part of Bezeq's long-term strategy, of recent years, aimed at increasing the use of broad-band internet.

Ran Guron, VP Marketing at Bezeq, ""Bezeq is changing the rules of the game and becoming the largest channel for marketing computers in Israel. The market for mini laptop computers is growing. In 2008 alone, 23,000 netbook-type computers were sold in Israel. We estimate that the sales market for the netbook computers will increase by 15% in 2009."

Therefore, Bezeq is mounting a campaign under the banner "**In a Big Way: Everyone Wants One.**" The campaign, in cooperation with Adler Chomsky Advertising, will include Internet and television advertising and last approximately two weeks.

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