



Bezeq Board confirms Eli Mizroch as Deputy CEO

July 13, 2006

THE BOARD OF DIRECTORS OF BEZEQ CONFIRMS ELI MIZROCH AS DEPUTY CEO

At its meeting yesterday evening, the Board of Directors of Bezeq confirmed the appointment of Eli Mizroch as Deputy CEO for Strategy and Business Development, effective from 1 October, 2006.

Eli Mizroch comes to Bezeq after holding a number of senior positions at Bank Hapoalim – most recently as manager of the marketing and strategic planning department of the Retail Division. Prior to that, he was manager of the bank's Strategic Management Center, and before that he managed the strategy unit in the Retail Division.

Before his employment at Bank Hapoalim, Mizroch worked for McKinsey & Company, consultants in South Africa. It was in that country that he completed his studies at Capetown University. Mizroch is 33, married, and has a daughter.

The CEO of the Bezeq Group, Yacov Gelbard, welcomed Mizroch to Bezeq. "There is no way to minimize the importance of strategy and business development, especially in the rapidly changing telecommunications sector. They are the central pillar of the work of a telecom group such as Bezeq. I am confident that Eli Mizroch's contribution will be extensive and meaningful," said Gelbard.