



## **Bezeqstore Campaign: "Cordless Kef"**

August 20, 2002  
20th August, 2002

### **BEZEQSTORE CAMPAIGN: "CORDLESS KEF" - FREE INSTALLATION OF A BEZEQ LINE ON PURCHASE OF A CORDLESS PHONE**

**The campaign is from mid-August to mid-October  
in all BezeqStores**

Bezeq has launched a new and attractive campaign in its chain of BezeqStores all over the country – "Cordless Kef": free installation of a Bezeq line for customers who buy a Bell South 2.4 GHz cordless phone for 799 NIS, as well as a discount voucher for a fun day at one of the Sheraton Moriah hotels, including massage, breakfast and free entry to the spa and swimming pool. Those who use the voucher will also be entitled to a 10% discount on room reservations.

The campaign is from 15th August to 15th October, in all BezeqStores.

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The Cordless Kef campaign is one of the summer specials of BezeqStores, which are introducing a comprehensive structural change in their operation.

The stores are being modified to resemble mini-markets for communications products. Customers will be able to find a large range of products, from land-line and cordless phones, through facsimile machines and printers, to the most advanced Bezeq products and services. By operating the stores in the supermarket format, Bezeq expects to simplify the availability and purchase of the products.