



DISCOUNTS ON ALL ADSL PACKAGES

August 29, 2001

Discounts On All ADSL Packages In A Special Campaign From 2 Sept. 2001 - 15 Nov. 2001

Pnina Shenhav: "Customer demand for special high-speed Internet content will expedite the development of dedicated content".

Bezeq's new **ADSL** campaign targets new subscribers who join between 2 Sept 2001 and 15 Nov 2001, offering special packages for three months from the date of connection.

The packages are: **ADSL, ADSL Extra and ADSL Extreme.**

ADSL:

0.5 megahertz downloading and 64K uploading at NIS 99 per month for three months (instead of 119 NIS).

ADSL Extra:

1.5 megahertz downloading and 96K uploading at NIS 129 per month for three months (instead of 149 NIS).

ADSL Extreme:

2.5 megahertz downloading and 128K uploading at NIS 429 per month for three months (instead of 449 NIS).

In addition, all those signing up for one of the **ADSL** packages by 15 Nov 2001 will enjoy a 50% discount on the installation fee: 149 NIS (instead of 299 NIS).

The **ADSL** modem can be purchased from Bezeq for 399 NIS in ten payments, with reduced fixed fees for all the packages.

Every customer who orders one of the **ADSL packages during the campaign, will also receive, absolutely free:**

- **A three-month subscription to the BONO web-site service, for designing personal web-pages.**
- **A subscription to the magazine E-Net.**
- **A hand-held computer dictionary, by courtesy of Calanit.**

- **The smallest telephone in the world, by courtesy of Galaxy (plus postage & handling).**
- **A newsletter of the Children's Channel.**

During the campaign, various Internet-related activities will be held at community centers around the country, under the banner "High-speed Internet Fair", with computers at which visitors can try high-speed Internet surfing for themselves.

Pnina Shenhav, Vice President for Sales and Marketing at Bezeq, said that a large response to the campaign would be an incentive for development in the field of high-speed Internet in Israel. "It is large customer demand that will expedite the development of dedicated special high-speed Internet content. To take full advantage of what **ADSL** service has to offer, suitable content must be developed, such as video games, interactive content, content that combines animation with music, and so on," said Shenhav.