



"Endless Evening And Weekend Rate" Campaign

November 29, 2001

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Unlimited calls in the Bezeq network between 6 p.m. and 8 a.m. the following morning, plus week-ends and holidays from 13:00, for 89 NIS per month (incl. VAT).

Pnina Shenhav, Vice President for Sales and Marketing: For the first time, Bezeq is offering unlimited calls during the evening and night, for 3 shekels per day.

Bezeq is about to launch its "Endless Evening and Weekend Rate" campaign: for 89 NIS per month (including VAT) for six months, customers can make unlimited calls from Bezeq to Bezeq between 6 o'clock in the evening until 8 o'clock the following morning, and from 13:00 on Fridays and holiday eves.

The campaign will start on Sunday, 2nd December, 2001, and will last for three months until 28th February, 2002. Customers who register for the campaign will enjoy its advantages for six months from the date of registration.

Pnina Shenhav, Vice President for Sales and Marketing, said that private customers will gain the most from the campaign, because most of their calls are made in the evening – when the adults get home from work and the children from school. "For three shekels per evening, the entire family can use the phone as much as they like within the Bezeq network. The package offers peace of mind, an end to bickering about how many calls are made and how long they last, no more parents angrily blaming their teen-age children for the size of the phone bill."

The campaign applies only to calls within the Bezeq network. Calls to cellular phones or through international operators and surfing the Internet are not included. Nor does it apply to calls to 144, 155, 175 and 1957 – information services.

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