



## **Bezeq Board Approves Investment in Personeta**

November 5, 2001

**Bezeq Board Approves Investment To Purchase 3.5% Of PERSONETA Shares.**

**The Board of Directors of Bezeq has approved an investment in the shares of Personeta which will give Bezeq 3.5% of the share capital.**

**Personeta has developed a technology that enables telecommunications companies and service providers to develop and apply new services simply, quickly and at low cost, while bridging between existing systems and next generation systems.**

- The system offered by Personeta is designed to solve the existing limitations when advanced services are developed, and when it becomes necessary to approach the large equipment vendors, which then turn the service development into a protracted and expensive process.
- Paul Weissbach, Deputy CEO of Bezeq and VP Engineering, said that Personeta is one of the first companies to present advanced solutions for an open platform, for the development of value added services on the basis of an existing and future infrastructure network.
- **Bezeq will participate in a joint trial with Personeta in January 2002.**
- **Personeta, operates in Hod Hasharon, was established in May 2000 and has about 18 employees. Lightspeed Venture Partners led a round of investment that raised several million dollars for the company. The investment was made alongside The Sequoia Cisco Seed Capital Fund, which invested in the company at the seed stage along with others.**