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Paul Weissbach, Vice President for Engineering and Planning at Bezeq, has been appointed Deputy CEO, in addition to his present duties. The Board of Directors of the company today approved the appointment, as recommended by the CEO.

Weissbach, with a masters in physics, is also a graduate of a course for senior business managers at the Hebrew University of Jerusalem. He has served as VP - Engineering and Planning since 1996, before which he was VP - Operations at Telephone and Deputy VP for Combined Planning in the Engineering and Planning division of Bezeq. He also served as head of the operations department in the engineering and planning division.

In his new capacity, Weissbach will stand in for the CEO in his absence, and will have various functions and tasks relating to the company as a whole, in coordination with the CEO. These will include managing the work of the company headquarters in formulating and preparing annual and multi-year work plans and their subsequent implementation; formulating engineering and information technology systems strategy and the interaction between them (including ERP, billing and other systems), and the coordination of current intra-organizational operations. All these will be in addition to his other functions as VP - Engineering and Planning.

The CEO of Bezeq, Ilan Biran, said that Weissbach is a highly professional officer who identifies deeply with the building of the engineering and technology infrastructure of Bezeq, an infrastructure which is the base of the company's business platform. Biran said that he decided to recommend Weissbach to the Board of Directors in view of the company's preparations for opening the market to competition and the requisite emphasis on focusing on the customer while giving expression to the company's technological edge. "This step will help

the company to promote and integrate intra-company processes," said Biran.