



January 5, 2012

Press Release

Bezeq International launches new "POWER NGN"

This New Generation Network is based on Bezeq International's new high-speed Submarine Cable System's advanced technological capabilities and assures the best performance of Internet in Israel.

Bezeq International announces today that it had connected all its customers of 10Mb and up to the New Generation Network with no extra charge.

Bezeq International's CEO, Mr. Isaac Benbenisti says: "2012 will be a revolutionary year for the Israeli internet user. Our new high-speed Submarine Cable System combined with POWER NGN are a breakthrough for the Israeli internet users. Parallel to the newly offered alternative in the international telecom infrastructure market in Israel, we commit today to the best performance over our new network. We grant all our high speed customers the opportunity to enjoy the "POWER NGN" automatically, with no extra charge and by doing so, we set new standards of Internet service in Israel"

A celebration at Bezeq International. Today (Thursday, January 5th 2012), the company announced its new high-speed submarine cable system JONAH ready for commercial service together with the launch of the new network, "POWER NGN".

"POWER NGN" is based on the advanced technological capabilities of JONAH - Bezeq International's Submarine Cable System, and is expected to bring the Israeli internet users' experience to a new level. On top of the best performance assured by Bezeq International, i.e faster downloads, better gaming, high quality HD streaming experience, efficient usage of network resources for several applications simultaneously in maximum quality, Bezeq International also reveals an attractive commercial proposition to its customers. Bezeq International announces an automatic connection of all its broadband customers to the new network with no extra charges; consequently, the standard speeds internet users will also experience an improvement.