

[Translation:]

Cellcom  
June 2004

The world of tomorrow starts with the futures ideas

Shmulik Liebermann

The procedure of innovation and creativity enables the expression of the innovation and creativity of the employees, thus Cellcom increases its ability to adapt to the customers expectation and beyond, in the present as well as in the future.

You have thought, expressed and proposed, and when your proposal accepted and implemented, **improved**.  
And for that Cellcom expresses its gratitude.

--- Hila Snizick

Locum tenens for assistant director general for human resources and administration

--- Itzik Goldstien

Quality management and service quality department manager

