

PARTNER COMMUNICATIONS CO LTD  
Form 6-K  
November 02, 2009

---

---

**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER**

**PURSUANT TO RULE 13a-16 OR 15a-16 OF**

**THE SECURITIES EXCHANGE ACT OF 1934**

Report on Form 6-K dated November 2, 2009

**Partner Communications Company Ltd.**

(Translation of Registrant's Name Into English)

8 Amal Street  
Afeq Industrial Park  
Rosh Ha'ayin 48103  
Israel

---

(Address of Principal Executive Offices)

(Indicate by check mark whether the registrant files or will file annual reports  
under cover of Form 20-F or Form 40-F.)

Form 20-F  Form 40-F

(Indicate by check mark whether the registrant by furnishing the  
information contained in this Form is also thereby furnishing the information to the  
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes  No

(If  Yes is marked, indicate below the file number assigned to the  
registrant in connection with Rule 12g3-2(b): 82-\_\_\_\_\_)

Enclosure: Partner Communications Announces Changes to its Board of Directors

---

---

**PARTNER COMMUNICATIONS ANNOUNCES  
CHANGES TO ITS BOARD OF DIRECTORS**

**ROSH HA AYIN, Israel, November 2, 2009** Partner Communications Company Ltd. ( Partner or the Company ) (NASDAQ and TASE: PTNR), a leading Israeli mobile communications operator, announced the appointments of Mr. Jacob Perry (appointed on behalf of the Company's Israeli founding shareholders and their approved substitutes) and Dr. Shlomo Nass to its Board of Directors.

Mr. Ilan Ben-Dov will serve as Chairman of the Board of Directors.

Shareholders are referred to the company's website for more information regarding our directors.

**About Partner Communications**

Partner Communications Company Ltd. ( Partner ) is a leading Israeli provider of telecommunications services (cellular, fixed-line telephony and internet services) under the orange brand. The Company provides mobile communications services to 2.944 million subscribers in Israel (as of June 30, 2009). Partner's ADSs are quoted on the NASDAQ Global Select Market and its shares are traded on the Tel Aviv Stock Exchange (NASDAQ and TASE: PTNR).

2

---

Partner is a subsidiary of Scailex Corporation Ltd. ( Scailex ). Scailex's shares are traded on the Tel Aviv Stock Exchange under the symbol SCIX and quote on Pink Quote under the symbol SCIXF.PK. Scailex currently operates in three major domains of activity: 1) financial assets management and entrepreneurship, 2) the sole import, distribution and maintenance of Samsung mobile handset products primarily to the three major cellular operators in Israel, and 3) distribution and sale of various manufacturers' mobile handsets, accessories and maintenance services, through a chain of retail stores and booths ( Dynamic ), to end customers of Cellcom Israel Ltd. ( Cellcom ). As part of the acquisition of the controlling stake in Partner, Scailex announced to Cellcom the termination of the distribution agreement through Dynamic, effective July 1, 2010.

For more information about Scailex, see <http://www.scailex.com/>.

For more information about Partner, see [http://www.orange.co.il/investor\\_site/](http://www.orange.co.il/investor_site/).

**Contacts:**

**Mr. Emanuel Avner**  
Chief Financial Officer  
Tel: +972-54-7814951  
Fax: +972-54-7815961  
E-mail: [emanuel.avner@orange.co.il](mailto:emanuel.avner@orange.co.il)

**Mr. Oded Degany**  
V. P. Corporate Development, Strategy and IR  
Tel: +972-54-7814151  
Fax: +972-54-7814161  
E-mail: [oded.degany@orange.co.il](mailto:oded.degany@orange.co.il)

3

---

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this Current Report to be signed on its behalf by the undersigned, thereunto duly authorized.

Partner Communications Company Ltd.

By: /s/ Emanuel Avner

Emanuel Avner  
Chief Financial Officer

Dated: November 2, 2009