



## **BT and Bezeq International extend Strategic Partnership in Israel**

**January 18<sup>th</sup>, 2010** - BT announced today it has extended its strategic partnership agreement with Bezeq International under which the leading telco provider resells networked IT products and services as the sole BT Alliance partner in Israel. Bezeq International is the first Israeli company that enjoys Gold status within the BT Alliance.

BT Alliance is a global partner programme, established to support BT Global Services in the selling, distribution and support of a range of products and services from across the BT portfolio through a global network of partners. The BT Alliance programme was officially launched in 2008 and comprises of over 100 partners around the world.

Bezeq International, a wholly-owned subsidiary of Bezeq, the Israeli Telecom Corporation, is the country's leading internet and international telecommunications provider.

Olivier Campenon, BT president, Europe, Middle East and Africa (EMEA), said "I am confident this latest agreement with Bezeq International will see the well established relationship between the two leading IT networked specialists go from strength to strength".

Speaking at a customer event in Tel Aviv to celebrate the occasion, Olivier added: "The local partnership model gives businesses access to world-class global network services, while dealing with a trusted local partner, in their own language and currency".

Issac Benbenisti, chief executive officer, Bezeq International, said "BT's choice of Bezeq International as its sole partner shows its faith in our company as the leading provider of global telecommunication solutions in Israel. This co-operation provides multinational companies with presence in Israel access to the full range of BT's services and solutions".

### **About BT**

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2009, BT Group's revenue was £21,390 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit [www.bt.com/aboutbt](http://www.bt.com/aboutbt)

### **About BT Alliance**

With over 100 partners across 50+ countries, the BT Alliance Partner Programme gives recognized partners the ability to market and sell BT's broad portfolio of products and services to customers worldwide. In addition to BT's world-class products and services, BT Alliance partners have access to BT's proven technical expertise and support, and benefit from the company's significant investment in R&D to bring the right products to market at the right time and price. Additional benefits of the programme assist partners with training and productivity tools, and include many other sales and marketing resources.

For more information, visit [www.bt-alliance.com](http://www.bt-alliance.com)

### **About Bezeq International**

Bezeq International Ltd., Israel's leading Internet and International Telecommunications provider, was founded in 1996 as a wholly-owned subsidiary of Bezeq, the Israeli Telecom Corp. and is part of the country's largest and leading telecom group. Bezeq International provides customers with comprehensive communication solutions in International and Organizational Telephony, Internet, Business Integration, Hosting, Data Communication and Information Security Solutions.

For more information, visit [www.bezeqint.net](http://www.bezeqint.net)