

## **Press Release**

**On January 1, 2009, mobile companies to begin billing their customers per 1-second time units instead of the per-12 second billing structure used so far**

**Minister Attias: "The consumer benefits from this step, which increases transparency and simplicity of mobile subscribers' phone bills"**

In 2005, the Ministry of Communications decided that beginning from January 1<sup>st</sup>, 2009, all mobile operators must transition to 1-second billing instead of the 12-second billing used so far.

The ministry gave mobile operators a long time to prepare for this transition.

**Beginning from January 1, 2009, ALL mobile customers in Israel, without exception, will be billed according to the 1-second billing policy. Any of the various tariff plans offered by companies to their existing or new subscribers will have to be based on a per-1-second billing structure.**

The decision forms a continuum with a previous ministry decision to cancel any existing per-minute billing tariff plans.

Minister Attias: "With the implementation of this decision, mobile billing policy will at last become identical with the billing policy implemented in the fixed and international telephony sectors; moreover, further simplification and transparency will be achieved in the way tariffs are presented to the customer, and that will make it easier for consumers to compare tariffs across the various operators and to improve their situation as consumers of mobile telecommunication services".