

## **Partner Communications Company Trials Smart Repeater Technology from Nextivity Inc.**

*Mobile Services Leader Completes Evaluation of In-Building Wireless Solution for Cellular Subscribers*

**San Diego, Calif. – April 30, 2009** – Nextivity Inc., a leading developer of in-building coverage technology, today announced that Partner Communications Company of Rosh Ha'Ayin, Israel has completed rigorous testing of its smart repeater solution for the residential market. After reporting positive results in all phases of the evaluation, Partner engineers have endorsed the smart repeater approach as an ideal means to optimize the indoor quality of service for subscribers whose houses or offices are located in dead zones within the network.

Partner Communications Company Ltd. ("Partner") is a leading Israeli mobile communications operator providing GSM / GPRS / UMTS / HSDPA services and wire free applications under the orange™ brand. The Company provides quality service and a range of features to 2.898 million subscribers in Israel (as of December 31, 2008). 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).

"Partner Company concentrates on finding radio solutions as part of improvement customer experience.

Smart repeater technology is an important solution which we'll attend to assimilate in our network. This solution represents a leap forward for mobile operators who want to guarantee that their 3G voice and data experience is consistently good," said Avi Berger, VP Technologies of Partner Communications Company. "Any subscriber can use these easy-to-install devices to boost the quality of their voice calls and achieve in-home data rates that are many times faster than they might ordinarily enjoy while indoors."

The Nextivity solution works in harmony with a mobile operator's network to maximize the data rates and voice quality experienced by users while indoors. With advanced filtering, equalization and echo cancellation techniques, Nextivity's smart repeater delivers high in-building data rates and pervasive 3G connectivity. Nextivity smart repeaters dynamically sense and react to the wireless environments found in homes and businesses and increase the available in-building bandwidth.

"Subscribers are frequently accessing their favorite 3G applications from the comfort of their homes, which can be a very challenging environment to maintain a strong wireless signal," said Nextivity CEO Werner Sievers. "Our smart repeater technology is designed to overcome the most demanding indoor coverage challenges faced by operators and increase the effective RF capacity of each base station."

Designed with smart antenna technology and an intelligent onboard processor, Nextivity's smart repeaters continually seek out the best available signal and automatically adjust to maximize the signal gain to the user.

### **About Nextivity Inc.**

Nextivity Inc. is a leading developer of in-building coverage technology which optimizes the indoor experience of wireless subscribers and increases RF network capacity for mobile network operators. In Q2 of 2009 the company will introduce the first smart repeater products powered by its Intelliboost™ core processor.

The veteran engineering team at Nextivity is leveraging advanced signal processing and intelligent antenna design to create a new market for self-configuring, environmentally-aware indoor coverage systems. Nextivity was honored as a Top Innovator in the 2009 GSMA Mobile Innovation Competition and as Outstanding Emerging Growth Company at the 15th Annual AeA High Tech Awards in San Diego.

For more information, please visit [www.nextivityinc.com](http://www.nextivityinc.com)

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