

PARTNER COMMUNICATIONS CO LTD  
Form 6-K  
February 04, 2016

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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

February 4, 2016

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- )

This Form 6-K is incorporated by reference into the Company's Registration Statements on Form S-8 filed with the  
Securities and Exchange Commission on December 4, 2002 (Registration No. 333-101652), September 5, 2006  
(Registration No. 333-137102) and on September 11, 2008 (Registration No. 333-153419)

Enclosure: Partner Communications announces its intention to launch a new brand



PARTNER COMMUNICATIONS ANNOUNCES ITS INTENTION  
TO LAUNCH A NEW BRAND

ROSH HA'AYIN, Israel, February 4, 2016 - Partner Communications Company Ltd. ("Partner" or the "Company") (NASDAQ and TASE: PTNR), a leading Israeli communications operator, announces that it intends to announce at a launch event on February 16, 2016, that it will begin providing most of its goods and services under a new brand.

The Company's decision is based on the market study that the Company conducted during the last few months, to assess its position in the Israeli telecommunications market.

For further information please see the Company's press releases and immediate reports (on Form 6-K) dated June 30, 2015 at:

<http://www.sec.gov/Archives/edgar/data/1096691/000117891315002142/0001178913-15-002142-index.htm> or  
[http://maya.tase.co.il/bursa/report.asp?report\\_cd=976566](http://maya.tase.co.il/bursa/report.asp?report_cd=976566)

and January 5, 2016 at:

<http://www.sec.gov/Archives/edgar/data/1096691/000117891316003871/0001178913-16-003871-index.htm> or:  
[http://maya.tase.co.il/bursa/report.asp?report\\_cd=1013069](http://maya.tase.co.il/bursa/report.asp?report_cd=1013069)

About Partner Communications

Partner Communications Company Ltd. is a leading Israeli provider of telecommunications services (cellular, fixed-line telephony and internet services). 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).

For more information about Partner: <http://www.orange.co.il/en/Investors-Relations/lobby/>.

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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/ Ziv Leitman  
Name: Ziv Leitman  
Title: Chief Financial Officer

Dated: February 4, 2016

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