

## For Immediate Release

### Cellcom Chooses RADCOM RANalysis to Optimize the Service Quality of its 3G Cellular Network

*Initial deployment to be followed by full network implementation by year's end*

**Tel Aviv, Israel – February 12, 2007 -- RADCOM, Ltd. (NASDAQ and TASE: RDCM)**, a leading network test and service monitoring solutions provider, today announced that Cellcom, a leading cellular communications operator in Israel, selected its RANalysis to help optimize the service quality of its UMTS (Universal Mobile Telecommunications Service) network. RANalysis is a network traffic analyzer for the RAN, which is the radio access network to the 3G UMTS network.

Cellcom's initial RANalysis deployment, at one Radio Network Controller (RNC) site, completes phase one of its network implementation plan which is scheduled for completion by the end of 2007.

RADCOM's RANalysis is a multi-user application that provides critical performance data for many cells simultaneously. Cellular operators use it to facilitate the daily task of tuning the RAN to support subscribers' changing needs. The RADCOM solution will help Cellcom focus in on the three particularly important UMTS cell site optimization challenges, which are traffic load balancing, handover overhead management and interference control.

"Because it is vendor-independent, RADCOM's RANalysis supports radio optimization processes already in place," said Isaiah Rosenberg, V.P. Engineering & Network Operation Division at Cellcom. "By fully integrating it with our daily optimization and planning workflows, the RANalysis helps us implement and maintain significant improvements in network reliability and availability."

"Not only does the RADCOM solution reveal the specific, problematic cell, it identifies which of several common problems, i.e. incorrect antenna adjustments, insufficient pilot coverage, less than optimal default parameters, etc., is adversely affecting service quality," said Adar Eyal, Executive Director, Sales EMEA and Latin America, "The RANalysis is able to capture all real network traffic sessions over the lub interface. Its simple GUI allows radio engineers to quickly zoom in and create meaningful reports that help them optimize RAN setup and facilitate RAN troubleshooting."

#### **About Cellcom**

Cellcom is the leading Israeli cellular company; Cellcom entered the market in 1994 and today provides services to more than 2.8 million subscribers representing approximately 34% market share. Cellcom offers its subscribers a broad range of value added services including video streaming services, JAVA games, Multi Media Messages, content and multimedia services and more. In addition, Cellcom offers a wide range of cellular telephony services to both the private and business sectors including virtual private network (VPN), global roaming, voice-activated dialing and conference calling.

Cellcom operates UMTS/HSDPA, GSM/GPRS/EDGE and TDMA networks. Cellcom also offers landline transmission and data services to business customers and telecommunications operators and, since July 2006, offers landline telephony services to selected businesses.

**About RADCOM**

RADCOM develops, manufactures, markets and supports innovative network test and service monitoring solutions for communications service providers and equipment vendors. The company specializes in Next Generation Cellular as well as Voice, Data and Video over IP networks. Its solutions are used in the development and installation of network equipment and in the maintenance of operational networks. The company's products facilitate fault management, network service performance monitoring and analysis, troubleshooting and pre-mediation. RADCOM's shares are listed on both the Nasdaq Global Market and the Tel Aviv Stock Exchange under the symbol RDCM. For more information, please visit [www.RADCOM.com](http://www.RADCOM.com).

**Risks Regarding Forward Looking Statements**

Certain statements made herein that use the words "estimate," "project," "intend," "expect", "believe" and similar expressions are intended to identify forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements involve known and unknown risks and uncertainties which could cause the actual results, performance or achievements of the Company to be materially different from those which may be expressed or implied by such statements, including, among others, changes in general economic and business conditions and specifically, decline in demand to the Company's products, inability to timely develop and introduce new technologies, products and applications and loss of market share and pressure on prices resulting from competition. For additional information regarding these and other risks and uncertainties associated with the Company's business, reference is made to the Company's reports filed from time to time with the Securities and Exchange Commission. The Company does not undertake to update forward-looking statements.

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