



PRESS RELEASE
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ERICSSON SELECTED TO BUILD LTE NETWORK FOR ROGERS

- Sole supplier for LTE radio access network
- Upgrades and expands Rogers' existing packet core network to Evolved Packet Core (EPC)
- Further expands global leadership in LTE

As part of this multi-year agreement, Ericsson (NASDAQ: ERIC) expands its key supplier role with Rogers by delivering an end-to-end LTE network. Ericsson will deploy all 4G/LTE radio sites with its new multi-standard radio base station, RBS 6000, and upgrade and expand Rogers' existing packet core network into an Evolved Packet Core (EPC) network, supporting the new LTE network.

"This deal reaffirms Ericsson's leadership in LTE and further extends our long-standing relationship with Rogers. Ericsson's LTE/EPC network will enable Rogers to deliver unique experiences for people and businesses thereby shaping the networked society," said Angel Ruiz, head of Ericsson North America.

"Ericsson has been a strategic, valued partner of ours for more than 25 years and we look forward to working with them to bring this next generation technology to Canadians," said Bob Berner, Executive Vice President Network and Chief Technology Officer of Rogers Communications Inc.

To date, Ericsson has signed commercial LTE contracts with six of seven of the top ranked operators by 2010 global revenue. In North America, the world's fastest growing LTE market, we now have four LTE contracts with leading operators in the region.

LTE, the next generation of mobile communication technology, enables the fast transfer of huge amounts of data in an efficient and cost-effective way, optimizing the use of the frequency spectrum. With increased speed and decreased latency, consumers can enjoy a wide range of applications (real-time web, online gaming, social media collaboration and video conferencing) effortlessly and while on the move. LTE will meet the demands of new and enhanced mobile internet applications of the future.

Ericsson has been driving open standards and has had the highest impact on the released LTE specifications. Ericsson expects to hold 25 percent of all essential patents for LTE, making it the largest patent holder in the industry.



NOTES TO EDITORS:

LTE media kit:

<http://www.ericsson.com/thecompany/press/mediakits/lte>

Our multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2 billion) in 2010. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ New York.

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