



PRESS RELEASE
JULY 6, 2010

EMOBILE ENHANCES NETWORK TO DELIVER HIGHEST SPEEDS IN JAPAN

- More customers will be able to enjoy higher speeds
- Commercial launch in major cities by year-end
- EMOBILE can meet increased demand and ensure continued user quality

EMOBILE, Japan's leading mobile broadband operator has pre-launched its new mobile broadband network, based on Ericsson's (NASDAQ:ERIC) latest HSPA Evolution technology, which enables peak data rates of 42 Mbps.

Increased use of smartphones and advanced mobile applications like video, banking, shopping, health and security services boost data traffic rapidly. In order to meet this increased demand and to ensure continued user quality, EMOBILE has enhanced its network with 42Mbps HSPA Evolution technology.

The full launch of the network will take place by the end of the year.

Eric Gan, President of EMOBILE said: "Deploying the first 42Mbps dual cell HSDPA (DC-HSPA) network in Japan is an important milestone for EMOBILE. Ericsson's DC-HSPA technology provides EMOBILE with a cost effective way to secure the fastest level, most advanced mobile broadband network in the country and gives our customers a true mobile broadband experience."

Fredrik Alatalo, President of Ericsson Japan, said: "Japanese mobile users are among the most advanced in the world when it comes to consuming digital content over mobile networks and now they will be able to enjoy a new dimension in the broadband experience, with significantly faster internet browsing and file downloads."

He also highlighted that 42Mbps HSPA Evolution technology increases network capacity and allows more customers to enjoy an even better mobile broadband experience – as well as supporting new revenue streams for operators..

With about 2.5 million subscribers, EMOBILE is a leader in mobile broadband in Japan and has been working closely with Ericsson since 2006.

Under the agreement, Ericsson will supply 42Mbps HSPA Evolution functionality to Japan's metropolitan areas, such as Tokyo, Tokai and Osaka

NOTES TO EDITORS:

Our multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room



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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 80,000 employees generated revenue of SEK 206.5 billion (USD 27.1 billion) in 2009. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York.

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About EMOBILE

EMOBILE is a company of eAccess Group achieving an entry into the mobile phone market in March 2007, first ever in 13 years. Since its service start, EMOBILE has been providing mobile broadband services based on leading-edge technologies as a leader in the "high-speed data communications" domain by introducing the latest technologies. In March 2008 EMOBILE started its mobile phone voice service and has steadily expanded its service areas, achieving a nationwide service offering. The telecom operator will further extend new possibilities in the mobile world by converging the high-speed data communication and voice services.