



ERICSSON LANDS MANAGED SERVICES DEAL IN BRAZIL

- Ericsson will operate Telefonica's network operations center in São Paulo
- 14 million consumers will benefit from operator's strengthened focus on product and services
- Three-year deal includes core, transmission and ADSL networks

As a result of this deal Telefónica will be able to strengthen its position in the competitive Brazilian market as it increases focus on launching innovative products and services for its customers.

José Homobono, Telefónica's Networks Vice-President, says: "We have entered into this managed services partnership in order to strengthen our focus on the customers. We chose Ericsson because of its global experience in managing complex projects. I am convinced the agreement will improve our competitiveness on the market."

Valter D'Avino, Vice President and Head of Managed Services, Ericsson, says: "Managed Services has proven a successful model as it provides operators with reduced cost and improved efficiency. Besides that, operators can devote even more attention to providing its customers with the latest services with excellent network quality."

This contract extends the managed services cooperation between Ericsson and Telefónica Brazil which was established in 2008, when Ericsson was selected to operate and maintain a new multivendor optical fiber network in São Paulo state. Ericsson will also be responsible for spare parts management.

NOTES TO EDITORS:

Ericsson's 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



PRESS RELEASE
May 17, 2010

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.

www.ericsson.com

www.twitter.com/ericssonpress

www.facebook.com/technologyforgood

www.youtube.com/ericssonpress

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Public & Media Relations

Phone: +46 10 719 69 92

E-mail: media.relations@ericsson.com

About Ericsson's Managed Services offering

Ericsson has the telecom industry's most comprehensive managed services offering. It ranges from designing, building, operating and managing day-to-day operations of a customer's network, including end-user services and business-support systems, to hosting service-layer solutions and providing network coverage and capacity on demand. As the undisputed leader in managed services, Ericsson has officially announced more than 100 contracts for managed services with operators worldwide since 2002. In all current managed services contracts, excluding hosting, Ericsson is managing networks that together serve more than 410 million subscribers worldwide.