

PRESS RELEASE**Corporate Affairs and Communications in North America strengthened with appointment of IR-head**

- **Gary Pinkham appointed head of Corporate Affairs and Communications in North America**
- **Pinkham is presently head of global Investor and Analyst Relations**

The appointment of Pinkham follows Ericsson's significantly strengthened position in the North American market. The Nortel acquisition, along with important breakthrough contract wins for Ericsson in North America and the recently announced relocation of Ericsson's Chief Technology Officer Håkan Eriksson from Stockholm to Silicon Valley, positions Ericsson as the leading provider of telecommunications technology and services in the United States and Canada. Ericsson has almost tripled the number of employees in North America from the beginning of 2009 and now has some 14,500 employees. In terms of sales, North America will now be Ericsson's largest region.

Pinkham's appointment to the newly established position of Vice President, Corporate Affairs and Communications in North America, reflects the focus on enhancing communication with key important stakeholders such as media, industry associations, investors, regulators, legislators and analysts.

Pinkham has more than 30 years of experience in the telecommunications industry of which he spent the past 20 years with Ericsson in various key positions. Most recently he advised Ericsson's Executive Management with regards to investor and analyst relations. He will be based in Washington DC.

"As the largest supplier of technology and services to network operators worldwide, Ericsson is a key partner for increasing broadband penetration for the associated societal and economic benefits," said Angel Ruiz, head of Ericsson's North American operations. "Gary Pinkham has a broad and unique blend of telecom and business experience to share with this group of influential constituencies."

"I am looking forward to working collaboratively with industry stakeholders and government leaders to discuss a wide variety of industry and technology topics, such as broadband, spectrum and ICT sustainability initiatives," said Pinkham.

Corporate communications for business media, investors and industry analysts in North America will be covered from New York while government and industry affairs will be addressed from Washington, DC.

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 1 billion subscribers and has a leading position in managed services. The company's portfolio comprises of 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 “to be the prime driver in an all-communicating world” through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 75,000 employees generated revenue of SEK 209 billion (USD 32.2 billion) in 2008. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX Stockholm and NASDAQ New York.

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