

PRESS RELEASE**Ericsson to provide 29 million Indonesian subscribers with location based services**

Indosat, Indonesia's second-largest telecom operator, is bringing advanced location-based services to its 29 million subscribers using Ericsson's (NASDAQ:ERIC) technology. Subscribers will get location tailored content, enabling real-time traffic information, seeing where a family member is or receive public safety information.

Indonesia is fourth most populous in the world with a population of over 230 million people. The current total mobile subscriptions are about 120 million, just above 50% penetration; Indonesia is adding more than 17 million new subscribers every year.

Enhanced Location-based services add a user's location to existing mobile applications, creating personalized services that meet user and enterprise demands for greater safety, efficiency and convenience. Businesses can use location-based services to deploy service personnel more efficiently and improve fleet management. Fleet management applications typically entail tracking vehicles along their routes, while services that ease convenience can include notification of a sale on men's suits at a store close to the user's current proximity, once the user has set his desire to receive such notifications.

Increasingly, location-based services are being used for location based advertisements and commerce. Also, with this service, users can establish personal zones such as a home zone or work zone where special rates apply. The location-based services can also be used for emergencies, where location based emergency applications pinpoint the user's location and relays it the appropriate authorities. They can also be used for tsunami and earthquake warnings.

Applications for enhanced location-based services are already available for any handset which means that Indosat can reach all customers from the launch in October 2009. An example would be someone using their basic Wireless Application Protocol (WAP) based phone to search for a restaurant. The location-based service application would interact with the Ericsson technology components to determine the user's location and provide a list of restaurants within a certain proximity to the mobile user. An increasing number of handsets today even include support for a-GPS, which makes services accurate within 10 to 30 meters.

Guntur S. Siboro, Chief Marketing Officer Indosat, says: "We are now adding another dimension to our services. With location-based services our customers can save time, improve safety and increase efficiency."

Arun Bansal, President of Ericsson Indonesia, says: "Our solution is well established and we are pleased to now add the first customer in South East Asia. It is exciting to work with Indosat to launch innovative services to their 29 million subscribers."

Note 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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About Indosat

PT Indosat Tbk is a leading telecommunication and information service provider in Indonesia, providing cellular services, IDD and FlatCall services, and fixed telecommunication services. Indosat also provides multimedia, internet and data communication services under its own brand and through its subsidiary companies, Indosat Mega Media and Lintasarta. In addition, Indosat provides 3G services using HSPA technology. Indosat's shares are listed on the Jakarta and Surabaya Stock Exchange (JSX: ISAT) and its American Depository Shares are listed on the New York Stock Exchange (NYSE: IIT).

About the Ericsson Location Based Services solution

The Ericsson Location Based Services solution uses standards-compliant infrastructure to secure seamless integration, roaming and transparent user applications. Its complete offering supports all major positioning methods including E-CGI (Enhanced Cell Global Identity) and network fingerprinting. The Ericsson Location Based Services solution comprises Ericsson's commercially proven Mobile Positioning System (MPS), content and application middleware, a Geographic Information System (GIS) and a range of professional services, and allows seamless access to all available GSM and WCDMA handsets. Ericsson is the market leader in mobile positioning systems with more than 40 percent market share.