

Ericsson joins as founding member of the Digital He@lth Initiative's Advisory Board

Ericsson (NASDAQ:ERIC) today announced that it will be a founding member of the Advisory Board of the Digital He@lth Initiative (DHI), a multi-stakeholder partnership aimed to accelerate the achievement of the Millennium Development Goals (MDGs) for health through the utilization and promotion of digital health solutions. Under the guiding principle of "technology for equity," Ericsson will provide strategic guidance and direction to help DHI leverage information and communication technologies to dramatically improve health care in even the poorest of countries.

The Advisory Board will be comprised of a small group of global leaders from the private sector, foundations and civil society with expertise in the fields of health, development and technology.

Carl-Henric Svanberg will serve on the Advisory Board throughout his remaining tenure at Ericsson; whereupon, Hans Vestberg, CFO and incoming CEO of Ericsson, effective January 1, 2010, will continue serving the board position after assuming the role of Ericsson CEO.

"We live in a unique time where great technological advancements have exponentially driven communication and healthcare innovation such as the world has never seen," said Svanberg "It is critical we harness these successes and apply them in ways that benefit all mankind. The DHI, which brings together the health and the ICT sectors, provides an excellent platform for global leaders in these fields to collaborate on solving major healthcare issues and Ericsson is honored to be a part of it."

The DHI Advisory Board position continues Ericsson's involvement with initiatives aimed at achieving the Millennium Development Goals. Most recently, Ericsson was recognized with an innovative industry contribution award by Global Telecoms Business magazine for its work with the Millennium Villages Project (MVP). Under the MVP, Ericsson is providing telecom infrastructure, mobile applications and expertise to connect African villages with each other to help stimulate communication, development and commerce. M-health is a key focus area of Ericsson's involvement in the Millennium Villages. Ericsson also works with e-health and m-health in many other markets around the world,

For more information on Ericsson's health initiatives, please see www.ericsson.com

Notes to editors:

Ericsson's standard multimedia content is available at the broadcast room at 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 OMX NASDAQ, Stockholm and NASDAQ New York.

For more information, visit: www.ericsson.com, or www.twitter.com/ericssonpress.

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Public & Media Relations
Phone: +46 10 719 69 92
E-mail: press.relations@ericsson.com