

PRESS RELEASE**Ericsson's new module connects consumer electronics**

Ericsson (NASDAQ:ERIC) today unveiled its new mobile broadband module specifically designed to bring high-speed wireless connections to a new generation of consumer electronic devices. As demand increases for the freedom and mobility which embedded broadband enables, Ericsson's new consumer electronics (CE) module signifies a great leap towards an all-communicating world.

Intended for immediate implementation in e-book readers, GPS navigators, and other popular portable consumer electronics, the CE module has the potential to be integrated into media players, durable goods and more, as embedded mobile broadband becomes part of everyday life. Already with commercial wins in the consumer electronics space, Ericsson's modules are enabling manufacturers to embrace and capitalize on the connected lifestyle.

The new Ericsson CE module, named C3607w, gives device manufacturers the flexible, self-contained connectivity solution needed to create the next generation of intuitive and innovative consumer electronics by decoupling the processor and connectivity design. At only a third of the size of previous Ericsson modules, the C3607w is packaged with an extensive operator approval program and outstanding IPR protection which eases integration and shortens time to market.

"This is an exciting time for Ericsson and the industry as we announce our new CE module," said Mats Norin, Vice President, Ericsson Mobile Broadband Modules. "Our vision is clear: all devices that can be connected will be connected as the technology required for an all-communicating world is now here. This module opens a new realm of possibilities and innovation for the consumer electronics industry as they can now easily and cost-effectively integrate the power and speed of mobile broadband in today's and tomorrow's devices."

Unveiled at the Intel Developer Forum (IDF), the C3607w module highlights progress in Ericsson's collaboration with Intel announced last year to bring HSPA mobile data solutions to Intel's "Moorestown" platform-based MIDs. Although compatible with multiple platforms, the CE module represents progress in Ericsson's and Intel's aim to bring together the telecom and computing industries and extend the mobile broadband ecosystem to consumer electronics.

The C3607w is Ericsson's smallest, lightest and fastest mobile broadband module to date, capable of reaching uplink speeds of 5.76 Mbps with up to 40% less power consumption than previous modules. Equipped with Ericsson's wake-on-wireless feature, enabling remote wake-up commands from sleep mode, the CE module will also enable a new set of applications for security and messaging.

"With our fourth new module in twelve months, Ericsson's momentum in the consumer electronics industry is strong," Norin continues. "What was once thought to be years away is today a reality. We look forward to seeing new and innovative devices focusing on the end-user experience by utilizing the freedom of embedded mobile broadband."

"At Intel we are working to bring the benefits of PC-like, rich and visually-appealing Internet experiences to a range of mobile devices including next generation handhelds and netbooks," said

Pankaj Kedia, director of global ecosystem programs In Intel's Ultra Mobility Group. "The combination of high performance and low power innovation in Intel's next generation "Moorestown" platform, combined with Ericsson's industry-leading 3G modules, represents an exciting combination and will go a long way in helping to realize this vision."

Ericsson's C3607w consumer electronics module will be available in the first quarter of 2010.

Notes to editors:

More news on Ericsson's mobile broadband modules is available at www.ericsson.com/solutions/mobile_broadband_modules/press.shtml.

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.

www.ericsson.com
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

About Ericsson Mobile Broadband Modules

As the leader in mobile broadband, Ericsson provides unmatched technology expertise and offers a complete mobile broadband connectivity solution for PC and device manufacturers, including software, support and IPR. Through its extensive global operator relationships and experience, Ericsson is also uniquely positioned to help facilitate network certifications and approvals for mobile broadband module customers.