

PRESS RELEASE**Ericsson delivers advanced interactive TV services to Sweden's Com Hem**

Ericsson (NASDAQ:ERIC) is enabling Sweden's largest cable television operator, Com Hem, to deliver new advanced entertainment services to its consumers via an interactive TV platform. The new on-demand services will mean viewers can catch up on their favorite TV programs anytime.

The on-demand TV platform supports a wide range of advanced services, such as video-on-demand, catch-up and start-over TV programs and music on-demand, and also includes a flexible interactive portal for Com Hem's new Landlord-Tenant service. The rollout of the new services has started, with around 500,000 subscribers reached by December 2009.

Martin Kull, Chief Technology Officer, Com Hem, says: "With the solution from Ericsson, we can provide comprehensive on-demand digital services to our customers and offer viewers a wealth of interactive and personalized TV. Ericsson has brought together and integrated multiple vendors' solutions, from content ingest to set-top box, and created an end-to-end system based on a hybrid digital video broadcasting and IP approach."

Jan Wäreby, Senior Vice President and Head of Business Unit Multimedia, Ericsson, says: "This project demonstrates our ability to partner with operators and deliver valuable TV solutions. We have the best-in-class technologies, integration expertise and resources to help operators deploy complex systems that enable new services and increased revenues."

As prime integrator, Ericsson is designing, integrating and delivering the TV platform, which includes hardware and software solutions from Tandberg Television, part of the Ericsson group. The platform includes the OpenStream Digital Services Platform, Xport Producer and EQ8096, as well as products from a number of third-party vendors.

Notes to editors:

Ericsson's multimedia content is available at the broadcast room:
www.ericsson.com/broadcast_room

Backgrounder: Ericsson individualizes the TV-experience

http://www.ericsson.com/ericsson/press/facts_figures/doc/individual_tv_experience.pdf

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 Com Hem

Com Hem is one of Sweden's leading telecommunications operators, providing TV, broadband and fixed telephone services. About 40 percent of Swedish households (1.76 million) are connected to Com Hem's network and have access to Sweden's widest range of high quality, complete services for TV, broadband and fixed lines. The company was founded in 1983 and has about 650 employees, with its headquarters in Stockholm. It is owned by The Carlyle Group and Providence Equity Partners. For more information visit www.comhem.se.

About TANDBERG Television

TANDBERG Television, part of the Ericsson Group, delivers the multimedia technology and expertise that is moving digital video forward. Whether it's advanced compression systems, on-demand or content distribution, the company's award-winning solutions are used by the world's leading broadcasters, operators and programmers to deliver new viewer experiences and advertising opportunities. With a broad suite of open, standards-based products, TANDBERG Television offers the highest quality solutions for digital TV, high-definition TV, video-on-demand, and IPTV. For more information, please visit www.tandbergtv.com.