

Ericsson in agreement with TeliaSonera for personalized ad solution in Sweden

Ericsson (NASDAQ:ERIC) and operator TeliaSonera have signed an agreement introducing a new mobile advertising solution in Sweden which allows companies to offer ads tailored to fit consumers' personal needs and interests.

The two companies have signed a contract for personal mobile advertising the first on the market for this type of commercial system. Personal Pod Advertising is currently being implemented and will be launched commercially during 2009.

Mobile advertising is becoming increasingly popular among companies wanting to reach out to specific target groups. With Ericsson's Personal Pod Advertising service, companies with loyalty programs can offer consumers a new way of receiving ads tailored to their specific tastes.

The Personal Pod Advertising service, part of Ericsson's Mobile TV solution, allow advertisements to be sent out as podcasts overnight when traffic is low. The solution offers significant benefits for both operators, who earn revenue on ads sent out, and for retail companies, which can track consumer behavior and interact with specific target groups.

By making active choices on advertising companies' websites, consumers can create a personal user profile that mirrors their areas of interest. Consumers receive updates on their favorite brands via text, video or radio advertisements sent to their mobile phones. They can also share the information with friends and family, paid for by the advertiser.

Mikael Bäckström, President Ericsson Nordic and Baltics, says: "Personal Pod Advertising is a perfect example of Ericsson's expertise in developing innovative multimedia solutions to create new business models and help operators increase revenue streams."

Erik Hallberg, Senior Vice President and Head of at TeliaSonera Mobility Services in Sweden, says: "Partnering with Ericsson lets us enter a new market segment offering retail companies a new tool for reaching consumers with specific information and advertising which the consumers themselves have signed on for. This service has also been successfully developed and tested with a media company in Sweden.

Notes to editors:

Ericsson business unit Multimedia website on mobile advertising:

<http://www.ericsson.com/multimedia/multimedia-offerings/advertising/index.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. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 250 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27 billion (SEK 209 billion) in 2008. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ

For more information, visit www.ericsson.com or www.ericsson.mobi.

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