

PRESS RELEASE

Ericsson and Avea launch mobile broadband in Turkey

Turkish operator Avea will introduce high-speed mobile broadband services to its more than 12 million subscribers with the help of WCDMA/HSPA and mobile backhaul technology from Ericsson (NASDAQ:ERIC). The companies have signed a four-year contract for HSPA-enabled network.

Under the agreement, Ericsson will be one of the main suppliers and will integrate and deploy WCDMA/HSPA radio access and packet core networks, as well as a complete mobile-backhaul solution based on microwave transmission and optical transport. The new HSPA-enabled network will ensure mobile broadband without bottlenecks, allowing Avea to offer innovative multimedia services and high-speed mobile internet access. Additionally, Ericsson will expand and upgrade the speed and capacity of Avea's existing GSM network.

Ericsson will also be responsible for network deployment, systems integration and support including spare-parts management. Deployment and integration work has already started.

Cüneyt Türkta, General Manager of Avea, says: "With Ericsson's leading HSPA technology, we can position ourselves in the dynamic and competitive Turkish market, and ensure our subscribers enjoy a richer communications experience, including high-speed mobile broadband that enables anytime-anywhere access."

Anders Lindblad, Head of Ericsson Turkey & Israel, says: "We are honored to be chosen by Avea to help them bring advanced high-speed mobile broadband services to their customers across Turkey. This strategically important deal strengthens our partnership and reaffirms Ericsson's global leadership in HSPA and mobile backhaul."

Notes to editors:

Read more about Ericsson's microwave transmission:

<http://www.ericsson.com/solutions/page.asp?ArticleId=A9DFDC4C-5075-43C3-AA69-46A0A5A740BB>

Read more about Ericsson's optical networks:

<http://www.ericsson.com/solutions/page.asp?ArticleId=DC1D8655-5799-4A41-B5A9-913B6B207E99>

Read more about Ericsson's WCDMA Radio Access Network:

<http://www.ericsson.com/solutions/page.asp?ArticleId=42FCC110-E3F7-497D-9B35-84B9DD9B9033>

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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