

**PRESS RELEASE****Ericsson to host Royal visit in Rio de Janeiro**

**Ericsson (NASDAQ:ERIC) will be hosting a visit by Her Royal Highness Crown Princess Victoria of Sweden to Rio de Janeiro, to coincide with the Volvo Ocean Race stopover in the city. The program will include participation in Ericsson's customer activities as well as sailing onboard one of Ericsson's two boats in the upcoming In-Port race on April 4, 2009.**

The Volvo Ocean Race provides Ericsson with an unrivalled opportunity to meet with customers and partners in key markets. It is a way to showcase Ericsson's technology leadership and innovation while engaging in discussions with customers around the world.

Ericsson is participating with two yachts in the 2008-2009 Volvo Ocean Race, *Ericsson 3* and *Ericsson 4*. Ericsson 4 is led by Torben Grael from Brazil with an international crew, while Ericsson 3 is lead by Swedish skipper Magnus Olsson and sailed by an all Nordic crew.

The Volvo Ocean Race 2008-2009 started on October 11, 2008 in Alicante, Spain. The course has taken the competitors through a new route, via India, South East Asia and China, further enhancing its global status and worldwide attractiveness.

Ericsson 3 finished first in Rio de Janeiro this morning and Ericsson 4 is lying second but has yet to finish.

Ericsson is honored to host HRH Crown Princess Victoria in Rio de Janeiro and media is welcome to attend photo opportunities in conjunction with the events in the official program.

**Detailed provisional program**

Hosts for visit:

Henry Sténson, Senior Vice President Group Function Communication, Ericsson

Fatima Raimondi, Head of Ericsson Brazil

For information about the visit please contact Ola Rembe, Ericsson (contact details below).

In order to enable program updates media are requested to register your attendance with:  
Rodrigo Varanda, Ericsson Brazil (contact details below).

*All timings are estimated and may change.*

## Wednesday, April 1

12.15 – 12.25 Swedish Trade Council – Swedish Trade Council promotes a seminar on “Children with disabilities and an independent life” and hosts HRH Crown Princess Victoria at a lunch.

A photo opportunity (1) will be arranged outside the function room "Rio de Janeiro" at Copacabana Palace Hotel. To get access to the function room photographers need to register with Marianna Silva at the Swedish Trade Council on +551121374400.

Address: Copacabana Palace Hotel, Avenida Atlântica, 1702 – Copacabana

15:30 – 15.40 Ericsson hosts a visit to the Grael Foundation – The Grael Foundation focuses on enabling children and young adults in need from age nine get the opportunity to learn how to sail, swim and learn seamanship with the purpose to creating a better future.

Over 5000 children have passed the exam under the foundations 10-year-history. The Crown Princess will meet with the Grael Family who has founded the project, among others Torben Grael, skipper of Ericsson 4. Ericsson Brazil is a supporter of the Grael Foundation.

A photo opportunity (2) will be arranged at the Grael Foundation in Niterói, Rio de Janeiro.

Address: Avenida Carlos Ermelindo Marins, 494 – Niterói/RJ

## Thursday, April 2

09:00 – 09.15 Visit to the Volvo Ocean Race Village, at Marina da Glória. The Crown Princess is invited to walk through the Race village with Knut Frostad, CEO, Volvo Ocean Race.

A photo opportunity (3) will be arranged in the race village together with the skippers of the Volvo Ocean Race fleet and Knut Frostad. A photo pen will be situated centrally in the race village.

Address: Marina da Glória, Av. Infante D. Henrique, s/n – Flamengo

Media contact at Volvo Ocean Race:

Beatriz Pastor y Puga – Media Relations Manager

Phone: +55 21 8282 1476

E-mail: [beatriz.pastor@volvooceanrace.org](mailto:beatriz.pastor@volvooceanrace.org)

Sophie Luther – International Press Officer

Phone: +55 (21) 8282 1221

E-mail: [sophie.luther@volvooceanrace.org](mailto:sophie.luther@volvooceanrace.org)

Access to the Volvo Ocean Race village will require accreditation. To register please follow this link:

<https://www3.eventsinteractive.com/volvo/cm.esp?id=304001&start=eiscript&pageid=accred>

13.20-13.30 Ericsson Corporate Social Responsibility Round Table – “Achieving the Millennium Development Goals.” The main objective of the Round Table is networking with top executives from enterprise companies and Ericsson’s customers through discussions on key topics related to the achievement of the Millennium Development Goals (MDGs) stated by the United Nations.

A photo opportunity (4) will be arranged outside the venue as HRH Crown Princess Victoria arrives. A photo pen will be used.

Address: Casa Julieta de Serpa, Praia do Flamengo, 340 – Flamengo

### **Friday, April 3**

12:00 Participation in Childhood Brasil Charity Luncheon.

A photo opportunity (5) will be arranged when HRH Crown Princess Victoria arrives at the venue and a photo pen will be used.

Address: Marius Restaurant, Avenida Atlântica, 290 – Leme

20.30 Participation in social function celebrating Ericsson's 85<sup>th</sup> anniversary in Brazil at Museum of Modern Art.

The function is hosted by Carl-Henric Svanberg, President and CEO of Ericsson, and Fatima Raimondi, Head of Ericsson Brazil.

A photo opportunity (6) will be arranged outside the venue when HRH Crown Princess Victoria arrives. A photo pen will be used.

Address: Museum of Modern Art, Avenida Infante Dom Henrique, 85 – Flamengo

### **Saturday, April 4**

10:30 HRH Crown Princess Victoria will sail as onboard guest on "Ericsson 4" in the In-Port race in Rio de Janeiro. Onboard guests will board the racing yachts in Marina de Gloria and leave for the race course.

The in-port race is a critical component of the Volvo Ocean Race. Not only do the in-port races award 20% of the total race points on offer, but they are an integral part of the spectacle of the race. This is when the public can see man and machine engage in battle in very close quarters.

A photo opportunity (7) will be arranged on the doc when the yachts leave. Access to the photo pen will require Volvo Ocean Race media accreditation.

17:15 HRH Crown Princess Victoria will hand over the trophy to the winning team at the Volvo Ocean Race In-Port race prize giving.

A photo opportunity (8) will be arranged in front of the stage located at the Volvo Pavilion in the Volvo Ocean Race village.

Access to the photo pen will require Volvo Ocean Race media accreditation.

For media enquiries about press boats and accreditation please contact Volvo Ocean Race press department.

### **Notes to editors:**

For more information on Ericsson's participation in the Volvo Ocean Race, please visit:

[www.ericssonracingteam.com](http://www.ericssonracingteam.com)

For more information on the Volvo Ocean Race, please visit:

[www.volvooceanrace.org](http://www.volvooceanrace.org)

For more information on Ericsson's involvement in the United Nations Millennium Development Goals, please visit:

[http://www.ericsson.com/ericsson/corporate\\_responsibility/index.shtml](http://www.ericsson.com/ericsson/corporate_responsibility/index.shtml)

For more information on the Grael Foundation, please visit:

<http://www.projeto-grael.org.br/>

Ericsson's standard multimedia content is available at the broadcast room:

[www.ericsson.com/broadcast\\_room](http://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](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi).

## **FOR FURTHER INFORMATION, PLEASE CONTACT**

### **Ola Rembe**

Head of Communications

Ericsson Racing Team

Phone : +46 730244873

E-mail : [ola.rembe@ericsson.com](mailto:ola.rembe@ericsson.com)

Please register attendance with:

Rodrigo Varanda, Ericsson Brazil

Phone: +55 11 8379-9784

E-mail: [rodrigo.varanda@ericsson.com](mailto:rodrigo.varanda@ericsson.com)

Ericsson Corporate Public & Media Relations

Phone: +46 10 719 69 92

E-mail: [press.relations@ericsson.com](mailto:press.relations@ericsson.com)