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PRESS RELEASE



Vodafone UK selects Ericsson to provide maintenance and operational support on its network, delivering cost savings

Vodafone UK and Ericsson (NASDAQ:ERIC) today announce a seven year agreement which will see Ericsson provide maintenance and operations for Vodafone UK's 2G and 3G radio access networks. The contract includes the transfer of approximately 350 employees from Vodafone to Ericsson, scheduled for the beginning of May.

Jeni Mundy, Chief Technology Officer, Vodafone UK, says: "We see this as a strategic long-term relationship, offering real operational and financial benefits allowing us, over time, to reinvest savings in delivering new products and services for customers. Ericsson is the specialist in this area and will be critical in helping maintain our high quality network – which customers expect from Vodafone."

Mats Granryd, Head of Ericsson UK, says: "We are honored that Vodafone has chosen Ericsson as its Managed Services partner for its UK network. We believe Ericsson's experience in Managed Services and the skills and experience that the transferring staff bring will combine positively with our scale advantage to significantly benefit Vodafone with improved quality and superior cost structure. In this contract we are ideally positioned to deliver value to Vodafone UK and it also offers us the opportunity to build on our strong relationship and develop our collaboration further to deliver future business benefits."

Through economies of scale, best practice tools, methods, processes and efficient resource allocation, Ericsson's Managed Services supports its partners to improve network performance and end-user experience whilst reducing operational costs. With 15 years experience, Ericsson is the global Managed Services leader. In the UK Ericsson has multiple Managed Services contracts with fixed and mobile operators.

Notes to editors:

Ericsson's standard 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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About Vodafone UK

Vodafone UK has 19 million customers and is part of the world's leading international mobile telecommunications Group, offering a wide range of voice and data communications. The company is committed to providing mobile solutions that allow both consumer and business customers to make the most of now. In addition, Vodafone connects customers across the globe with roaming agreements worldwide. It provides 3G roaming in 29 countries and offers great roaming value with Vodafone Passport. Vodafone UK is in the top 20 Best Big Companies to Work For in the Sunday Times Best Companies List, March 2009. For more information, please visit www.vodafone.co.uk.

About Ericsson's Managed Services offering

Ericsson has the telecom industry's most comprehensive managed services offering. It ranges from designing, building, operating and managing day-to-day operations of a customer's network, including end-user services and business-support systems, to hosting service layer solutions as well as providing network coverage and capacity on demand. As the undisputed leader in managed services, Ericsson has officially announced more than 100 contracts for managed services with operators worldwide since 2002. In all current managed services contracts, excluding hosting, Ericsson is managing networks that together serve more than 250 million subscribers worldwide.