

PRESS RELEASE**Carl-Henric Svanberg appointed to External Advisory Board of the Earth Institute at Columbia University**

The appointment of Carl-Henric Svanberg, President and CEO of Ericsson (NASDAQ:ERIC), highlights the importance of telecommunications in achieving sustainable development and closing the gap between developing and developed countries. It also reinforces Ericsson's ongoing commitment to help achieve the Millennium Development Goals (MDGs) which aim to reduce global extreme poverty.

Jeffrey Sachs, Director of The Earth Institute, says: "Mobile telephony is a critical transformational tool for development in Africa and one of the fastest ways for poor countries to narrow the technology gap with the developed world. Carl-Henric and Ericsson are leading the way in bringing connectivity to developing countries and are essential partners with the Earth Institute in our mission to achieve sustainable development throughout the world. Carl-Henric's experience in business and telecommunications will be a marvelous addition to the Earth Institute's Advisory Board and we are honored to have his critical insights helping to guide our mandate."

"People and organizations around the world have a fundamental role to play in successfully achieving sustainable development and we will continue to build partnerships with academia, corporations, nonprofits and individuals as well as governmental, multilateral and private institutions to find effective and sustainable solutions for the world's challenges,"

Carl-Henric Svanberg, President and CEO of Ericsson, says: "I'm honoured to be a member of the Advisory Board and to have the opportunity to contribute to Earth Institute's goal to help achieve sustainable development."

"Telecommunications play a vital role in facilitating access to services such as health and education, which help end the cycle of poverty and empower communities to improve their own social and economic situations."

The collaboration between Ericsson and the Earth Institute began in 2007 with the Millennium Villages project and over the past two years has shown how effective the collaboration between private sector, non-profit organizations and governments can be.

Through different projects, Ericsson and the Earth Institute have shown that mobile communication significantly improves quality of life, providing the tools to deliver enormous socio-economic benefits to people in developing countries. Connectivity helps to offset a lack of resources, particularly in rural areas, and provides access to a range of services, including education and healthcare.

Recent research shows that increased mobile penetration boosts economic activity; increase in mobile penetration can lead up to .6 percent increase in the annual growth rate in a country's GDP.

Furthermore, projects such as the Millennium Villages initiative demonstrate that connecting the next billion people, even those in the most remote parts of the world, can be achieved with a positive business case while ensuring services are affordable for those at the bottom of the economic pyramid.

Key to ongoing success will be combining innovative solutions, including green technology, public-private partnerships and new business models.

Other members of the Advisory Board include Nobel Prize laureates Kenneth J. Arrow and Norman E. Bourlag, economist George Soros and singer Bono.

Notes to editors:

Photos of Carl-Henric Svanberg are available at
www.ericsson.com/ericsson/press/photos/management.shtml

Photos of Jeffrey Sachs are available at:

www.earth.columbia.edu/articles/view/1971

Carl-Henric Svanberg on the role of technology in the fight against poverty (speech at UN General Assembly, October, 2008)

www.ericsson.com/solutions/news/2008/q4/081002_chs.shtml

The Earth Institute web site:

www.earth.columbia.edu/sections/view/9

Members of the Earth Institute External Advisory Board:

www.earth.columbia.edu/articles/view/1006

Photos of Millennium Villages:

www.ericsson.com/ericsson/press/photos/millennium_vilages.shtml

Ericsson's multimedia content is available in the Corporate Responsibility area of 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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