

PRESS RELEASE**Ericsson first to implement mobile broadband into cable-TV network**

Maltese company Melita, provider of home entertainment and telecommunications, has become the first in the world to integrate HSPA mobile broadband into its existing cable-TV network, adding mobile broadband to its TV, internet and fixed telephony offerings. Ericsson (NASDAQ:ERIC) was selected as the end-to-end integrator, using its expertise and technology to make this achievement possible.

The Ericsson solution will allow Melita to deploy new services rapidly and cost-effectively, while optimizing its existing infrastructure. The new network will assist Melita to offer its consumers an enhanced end-user experience based on TV, internet, fixed telephony and mobile broadband services.

Under the turnkey agreement, Ericsson has supplied, integrated and deployed an IP-based HSPA radio access, circuit and packet core network, plus a revenue management solution. To ensure cost-effective operations for the new network, the skills of Melita's professionals have been enhanced using Ericsson's Learning Services.

Stephen Wright, Melita's COO, says: "Ericsson's proven technology and service expertise will provide us with a high-performance, quality solution to control operating costs and enable us to bring compelling services to our customers in the Maltese market."

Cesare Avenia, Head of Market Unit South East Europe, says: "Ericsson, with its proven broadband solutions and know-how in next-generation telecommunications networks, is providing Melita with the opportunity to generate greater revenue and expand its offerings with the latest mobile broadband services."

Note 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 195 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 27.9 billion (SEK 188 billion) in 2007. 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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