

PRESS RELEASE**Ericsson strengthens Global Service Delivery capabilities with new center in Pakistan**

Ericsson (NASDAQ:ERIC) today opened a new Global Service Delivery Center (GSDC) in Pakistan, taking yet another step in realizing Ericsson's global service delivery strategy. The centre in Lahore will support Ericsson's global leadership position in managed services and form a regional base for offerings in consulting and education for emerging markets – contributing to the expansion of the company's services business.

Following the most recently announced openings of GSDCs in Lebanon and Romania, the Pakistan center is another evolutionary step in Ericsson's strategy for developing global and local service and delivery capabilities. The GSDCs are designed to ensure business readiness for the global market with increasing focus on emerging markets, where most subscriber growth will take place in the next five years.

"This centre will be yet another reason why customers globally continue to recognize Ericsson as a clear leader in the telecom services industry," says Fredrik Strand, vice president and general manager Service Delivery and Operations, Business Unit Global Services. "Ericsson has a global organization of over 29,500 service professionals all working efficiently with the same processes, methods and tools to ensure that we deliver high quality services to our customers."

The telecoms market has seen rapid development throughout this fast growing region over the last few years. The establishment of the Lahore centre recognizes the competences and capabilities that Ericsson has developed in building and operating large, complex telecom environments.

"Pakistan has the sixth largest population in the world. The opening of the GSDC will further develop our service delivery capabilities in this region," says Zibber Mohiuddin, president and country manager, Ericsson Pakistan. "This expertise center will not only reinforce Ericsson's commitment to the country but will also be the first of its kind in Pakistan," he says.

The inauguration of the new GSDC in Lahore was celebrated in the presence of high-level officials from the telecommunication sector and the management team of Ericsson Middle East, headed by Bo-Erik Dahlström.

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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