

PRESS RELEASE**Ericsson deploys rural, solar-powered site with satellite transmission in Cambodia for Star-Cell**

For the first time, Ericsson (NASDAQ:ERIC) has combined a GSM base station and satellite transmission in a solar-powered site, enabling Cambodian mobile operator Star-Cell to expand its network coverage in remote areas. The solution offers affordable communications for all and is based on Ericsson's energy-optimized main-remote base-station.

The satellite transmission feature provides affordable mobile-network coverage in remote areas where other transmission solutions are unavailable. This is vital for bridging the digital divide, as about 80 percent of the Cambodian population lives outside the main urban centers.

The GSM main-remote solution has a lower environmental impact than standard base stations, consuming up to 50 percent less energy, and helps lower total cost of ownership by reducing operating costs.

Star-Cell has selected Ericsson's solution to expand network coverage and introduce EDGE-based applications to enable mobile health and educational services for rural communities

Denis Ryabtsev, Chief Marketing Officer at Star-Cell, says: "Ericsson's solar-powered site with satellite transmission will make a significant difference. It enables us to expand cost-effectively into rural areas, connect people for the first time, and offer affordable services that improve quality of life."

Hans Karlsson, President of Ericsson Thailand and Indochina, says: "This marks an important milestone and we are proud to implement the first solar-powered solution in Cambodia. This move highlights our technical leadership, our commitment to sustainable development, and our vision of providing communication for all."

This deployment follows a series of initiatives from Ericsson to optimize the energy efficiency of mobile networks by creating solutions that reduce environmental impacts and lower operator costs. These initiatives include: BTS Power Savings features that put a network in stand-by mode during off-peak hours and saves up to 15 percent of the network access energy consumption; the innovative site concept Ericsson Tower Tube; biofuel-powered telecom sites; a hybrid solution using diesel and batteries that cuts network operating costs by up to 50 percent; and the Solar Village Charger, co-developed with Sony Ericsson. Ericsson delivered its first solar-powered sites in 2000 to Maroc Telecom in Morocco, and has so far provided more than 200 sites in Africa, Southeast Asia and the Americas.

Notes to editors:

Photos are available in the photo library:

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

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

www.ericsson.com/broadcast_room

Background information on energy efficiency innovation (pdf)

www.ericsson.com/ericsson/press/facts_figures/doc/energy_efficiency.pdf

Ericsson deploys first solar solution in South America for Digicel Suriname
www.ericsson.com/ericsson/press/releases/20080702-1232946.shtml

White papers – Sustainable energy use in mobile communications (pdf)
www.ericsson.com/technology/whitepapers/sustainable_energy.pdf

Ericsson Corporate Responsibility Report 2007
www.ericsson.com/corporate_responsibility/

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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About Star-Cell, Cambodia

The Applifone Company, known under the brand name Star-Cell, is a private GSM mobile operator in Cambodia. The company was established in 2006 and commercially launched in 2007.

Since its commercial launch, Star-Cell has extended its services into major areas of Cambodia, such as Phnom Penh, Koki (Kandal province), Siem Reap and Kompong Som (Sihanouk Ville) and has coverage on the National Road No. 6 (Phnom Penh to Siem Reap). As one of the fastest-growing companies in the market, Star-Cell is known for its quality and innovative services, and has ambitious expansion plans for the future.

About Ericsson's RBS 2111

RBS 2111 is a radio base station offering wide area coverage using a main-remote concept that needs no site floor space. Its distributed architecture reduces total site costs and makes rollout significantly easier. It provides the best available voice quality and complete GPRS/EDGE mobile data support.