

PRESS RELEASE**Ericsson in mobile broadband pilot to boost social and economic development in Bangladesh**

Ericsson (NASDAQ:ERIC) is launching a pilot in Bangladesh to demonstrate how to improve productivity and quality of life in the country with the use of high-speed internet services through 3G/HSPA technology.

The pioneering project, called Alokito Bangladesh (Enlightened Bangladesh), will demonstrate high-speed internet access and a range of advanced services – including mobile health and mobile learning – in the region of the capital, Dhaka, from early August to the end of October this year. Ericsson is seeking to showcase how the technology can be a major catalyst for social and economic empowerment by bridging the digital divide in this developing market.

Situated on the Brahmaputra river delta on the Bay of Bengal, this nation of 153.5 million people faces a number of economic and social challenges, but it has also come a long way, achieving consistent GDP growth during the last 10 years and telecommunications have played a pivotal role in this growth.

The pilot will demonstrate m-learning through interactive long-distance classes led by remote teachers, while mobile health will demonstrate the potential of distance health care in the country, highlighting the potential benefits of bringing basic services to communities that lack them today. Other services included in the pilot are m-surveillance, video calling and entertainment.

Manzurul Alam, Chairman, Bangladesh Telecommunication Regulatory Commission (BTRC) says: “BTRC is striving relentlessly to introduce affordable new technology services that benefit the Bangladeshi people. BTRC welcomes all initiatives that work towards unveiling new opportunities and building a modern and affordable ICT portfolio for Bangladeshi consumers. BTRC is happy to support Ericsson in their demonstration of 3G/HSPA technology. I believe there would be immense benefits for Bangladeshi telecom subscribers by gaining high-speed mobile internet access through 3G/HSPA technology in the near future.”

Arun Bansal, President, Ericsson Bangladesh, says: “This pioneering project will showcase the full potential of broadband services for the first time in the country and how an efficient and affordable 3G/HSPA broadband service can help serve as a blueprint for the widespread introduction of internet connectivity.”

Ericsson is conducting the 3G trial by using the site and transmission networks of three telecom operators – Warid Telecom International Bangladesh, Grameenphone, and Telecom Malaysia International (Bangladesh), which operates under the brand name AKTEL. Ericsson is using partners for m-learning and for mobile health.

Bangladesh has an estimated 43 million mobile subscribers.

Notes to editors:

Photos are available in our photo library

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

Ericsson pioneers WCDMA/HSPA ecosystem pilot in rural India
www.ericsson.com/ericsson/press/releases/20070919-1154412.shtml

Ericsson and Apollo Hospitals to bring healthcare access to rural India
www.ericsson.com/ericsson/press/releases/20080605-1225191.shtml

Thinking beyond traditional business models
www.ericsson.com/solutions/news/2008/q1/080114_sustainability.shtml

Ericsson's commitment to Corporate Responsibility
www.ericsson.com/ericsson/press/facts_figures/doc/cr.pdf

Background on HSPA, LTE and beyond
www.ericsson.com/ericsson/press/facts_figures/doc/hspa_lte.pdf

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.

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