

PRESS RELEASE

Ericsson to power IPTV and mobile channels for Volvo Ocean Race

At this year's Volvo Ocean Race viewers can keep up to date with the latest developments via live mobile TV, or through IPTV in each race village, delivered by Ericsson (NASDAQ:ERIC). Viewers will enjoy personalized coverage via a user-controlled camera interface offering multiple in-port race views – a breakthrough made possible by Ericsson's world leading technology.

The Volvo Ocean Race, the world's most grueling offshore yacht race, is held from October 2008 to June 2009. The longest journey on this round-the-world marathon is a massive 12,300 nautical mile leg between Qingdao and Rio de Janeiro. In-port races will be held at stopover points in Alicante, Singapore, Qingdao, Rio de Janeiro, Boston, Galway and Stockholm.

The Ericsson powered Volvo Ocean Race service will start in October and make sure the sailing fans never have to leave the race. They can take the latest information and entertainment services with them wherever they are in the world. After the in-port segments of the Volvo Ocean Race in Alicante, Spain, viewers can use a camera selection feature to follow the boat of their choice. The service also employs first-rate features such as fast-channel switching.

Jan Wäreby, Head of Ericsson's multimedia business, says: "With these new multimedia channels viewers will be able to enjoy a dynamic mobile experience that is personalized and interactive – anytime, anywhere and on any device. It represents the next-generation of services and puts the user in control at the center of the experience, especially during the Volvo Ocean Race."

Andrew Ferguson, Head of Technology and New Media for the Volvo Ocean Race, says: "Ericsson's state-of-the-art mobile technology will provide race fans with a new dimension to their online experience. Viewers can keep in touch with the race whenever and wherever they want."

Ericsson is leading the global technology evolution that enables broadband anywhere through its one network approach. Volvo Ocean Race will be a living case study of how to deliver revenue generating next generation multimedia services from HD through to mobile. Opportunities to discuss the case study during the race can be taken at the various port stops around the world.

Notes 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.

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Media Relations

Phone: +46 8 719 69 92

E-mail: press.relations@ericsson.com