

PRESS RELEASE**Ericsson selected by Celcom to deploy a common core network**

Celcom today became the first operator in Malaysia to establish a single core network platform for both GSM and WCDMA technology with the deployment of Mobile Softswitch solution from Ericsson (NASDAQ:ERIC), in its network.

The move is in line with Celcom's continuous focus to modernize its network to deliver classic telephony services over a more modern and cost efficient network while creating a common foundation for new services. The deployment of Ericsson Mobile Softswitch also marks the first crucial step for Celcom in migrating its core network to an all-IP architecture.

Upon completion, Celcom will benefit from the convenience and simplicity of having a single, common infrastructure that can handle both 2G and 3G network services, including the current available voice, data and TV services such as MMS, mobile broadband and mobile TV.

The common infrastructure will also enable Celcom to be ahead of its competition in introducing innovative services such as dual numbers in one SIM card or same number in multiple devices, 3G services on 2G SIM card and mobile number portability, to name a few.

By deploying Ericsson Mobile Softswitch, Celcom is able to introduce a layered architecture design in its GSM/WCDMA mobile circuit core. Layered architecture enables separation and centralization of the equipment responsible for call control and network intelligence, enabling a reduction in the number and size of main core network sites for Celcom. This will ultimately provide significant savings for Celcom and reduces the company's core network operating expenditures (OPEX).

"As a long-time partner to Celcom, Ericsson is excited to play a prime role in supporting Celcom's decision to create yet another milestone in the industry. Ericsson is fully committed to ensure a smooth evolution of Celcom's core network to an all-IP architecture." said Krishna Kumar, President and Country Manager of Ericsson Malaysia.

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 185 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 the Stockholm, London and NASDAQ stock exchanges.

For more information, visit www.ericsson.com or www.ericsson.mobi.

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About Ericsson softswitch solutions

Ericsson is the leading provider of softswitch solutions for both mobile and wireline networks. Ericsson's solutions are commercially proven and fully standards-compliant, offering efficient and low-risk evolution of existing circuit-switched networks to a telecom-quality, IP-based service platform. Ericsson solutions use network resources in the most cost-efficient way to provide both classic telephony and next-generation services. More than 220 fixed and mobile networks worldwide have been commercially launched with services based on Ericsson's softswitch solutions.