

PRESS RELEASE**Ericsson to deliver a turn key, IPTV solution to Greek telecom operator OTE**

Ericsson (NASDAQ:ERIC) has been selected to act as end-to-end IPTV systems integrator, solution provider and business consultant for tier one Hellenic Telecommunications Organization (OTE SA).

The integrated IPTV solution for OTE comprises of headend systems from Tandberg Television, part of the Ericsson group, middleware application, content distribution platform and a customized and flexible consumer portal. The solution will also involve complete implementation and integration of tools for operational management.

Ericsson was chosen for its proven ability to deliver a complete IPTV solution that meets the market demands.

The IPTV solution will enable OTE to offer new and sophisticated services to its consumers. The initial offer will include a wide variety of broadcast channels, video on demand, electronic program guide, and personal video recorder capabilities.

Jan Wäreby, head of Ericsson's multimedia business, says: "We are proud that OTE has chosen Ericsson. This is a major step for Ericsson and OTE in the new multimedia arena, where IPTV is playing a key role."

Ericsson offers an end-to-end IPTV solution consisting of IPTV middleware, video on demand, network-based PVR, IPTV headends, content protection, IPTV infrastructure, systems integration and IPTV applications such as games. Ericsson has to date signed more than 180 IPTV contracts. Those include commercial contracts, trials, IPTV System Integration projects, IPTV headend contracts and IPTV infrastructure contracts for access, metro transport and IP Edge.

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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