

**PRESS RELEASE****Ericsson signs first consumer push e-mail contract with Aircel in India**

**Ericsson (NASDAQ:ERIC) today announced its first contract for delivery of its hosted consumer push e-mail service to leading Indian operator Aircel, part of the Maxis Communications group.**

Under the terms of the three-year managed services hosting agreement, Ericsson will have end-to-end responsibility for the consumer push e-mail service. This includes systems integration and management, as well as operation and maintenance. Integration of the service has already begun, and commercial launch is scheduled for the second quarter of 2008.

Ericsson's consumer push e-mail service is based on SMS/MMS messaging and enables users to send and receive e-mails from POP3 e-mail accounts to their mobile phones. Thanks to its tailor-made consumer market features, such as multi-account capability, and the fact that there's no need for subscribers to download and install a client to their phone, the service has great potential for mass adoption.

Rohit Chandra, Executive Director at Aircel, says: "Keeping the subscriber engaged with value-added services is increasingly becoming a focus area for all operators. Creating and launching such innovative initiatives across the network is essential to drive mass market engagement and help capitalize first mover advantage. Ericsson is a long-standing partner and its expertise and clear understanding of our needs makes it the right choice for this project."

Mats Granryd, President of Ericsson India, says: "This deal marks a worldwide first for Ericsson, and we are proud to be working with Aircel. It also sets the stage for further hosting deployments that deliver value added services. We are confident that the launch of innovative services such as the consumer push e-mail will help Aircel maintain its leadership position in its markets."

Hosting is part of Ericsson's Managed Services offering and gives operators quick, easy and cost-efficient access to best in class services, allowing them to focus on their core business.

*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 189 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](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi).

## **FOR FURTHER INFORMATION, PLEASE CONTACT**

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### **Note to editors:**

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### **About Ericsson's managed services offering**

Ericsson has the telecom industry's most comprehensive managed services offering. It ranges from designing, building, operating and managing day-to-day operations of a customer's network, including end-user services and business support systems, to hosting service applications and content, as well as providing network coverage and capacity on demand. As the undisputed leader in managed services, Ericsson has officially announced more than 100 managed services contracts with operators worldwide since 2002. In all current managed services contracts, excluding hosting, Ericsson is managing networks that together serve more than 185 million subscribers worldwide.

### **About Aircel**

Aircel, now part of Maxis Communications Berhad, Malaysia, is India's fifth largest GSM mobile service provider with a subscriber base of more than 9.5 million and is the fastest growing mobile operator in the country. Aircel is present in nine telecom circles (Assam, Bihar, Chennai, Himachal Pradesh, Jammu & Kashmir, North East, Orissa, Tamil Nadu and West Bengal) and, with licenses secured for the remaining 14 of the 23 telecom circles in India, the company is on track to become a pan-India operator.