

**PRESS RELEASE****Ericsson sign first contract for Napster Mobile service in Latin America with Entel PCS in Chile**

**Ericsson (NASDAQ:ERIC) and Napster (NASDAQ:NAPS) have signed an agreement with leading Chilean operator Entel PCS to launch the first Napster Mobile service in Latin America. The Napster Mobile service was co-developed by Ericsson and Napster.**

Under the agreement, Ericsson will have end-to-end responsibility for systems integration, management of the day-to-day operations and development of the service, which features Napster's catalog of more than three million songs. The agreement also includes content and digital rights management, enabling the operator to launch the service easily and cost efficiently.

Napster Mobile is based on Ericsson's service delivery platform and will enable Entel PCS's subscribers to search, browse, preview and purchase content via i-shop (the mobile portal of Entel PCS) wireless handsets. The service offers a dual-delivery option for simultaneous downloads to subscribers' mobile phones and PCs.

Carlos Rodríguez, Product and Services Manager for Entel PCS, says: "Once again, we are the first mobile operator in Latin America to launch a world-class service. This time it is Napster Mobile, an Ericsson multimedia solution that will help us meet our customers' growing demand for premium and personalized mobile content."

Brad Duea, President of Napster, says: "We are excited to add Latin America to our global footprint, which also includes the North American, Japanese and European markets. Through our partnership with Ericsson, we look forward to offering a superior mobile music experience to Entel PCS customers."

Gino Montalto, Head of Ericsson Chile, says: "This deal will enable access to a range of attractive services for end users and open up new revenue streams for Entel PCS. Our hosted solution allows the operator to remain focused on their core business while launching new services quickly and cost effectively."

**Note to editors:**

Press backgrounder – Global Services

[www.ericsson.com/ericsson/press/facts\\_figures/doc/global\\_services.pdf](http://www.ericsson.com/ericsson/press/facts_figures/doc/global_services.pdf)

Press backgrounder – Mobile Music

[www.ericsson.com/ericsson/press/facts\\_figures/doc/music.pdf](http://www.ericsson.com/ericsson/press/facts_figures/doc/music.pdf)

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

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

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### **About Entel PCS**

Entel PCS is the mobile subsidiary of the Entel group, a leading telecommunications company in Chile. Since its creation in 1998, Entel PCS has been a competitive force in the area of mobile telephony, providing quality service, innovation and wide geographical coverage for areas such as Antarctica and Easter Island. Entel PCS has more than 5.5 million subscribers and was the first operator in Latin America to introduce GSM and GPRS services.

### **About Ericsson Managed Services**

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.