

Ericsson brings Napster Mobile service to Telecom Italia Mobile (TIM)

Ericsson (NASDAQ:ERIC) and Napster (NASDAQ: NAPS) together with Italy's leading operator, Telecom Italia Mobile (TIM), offer Napster Mobile, a music service co-developed by Ericsson and Napster.

Napster Mobile is a premium music service offering an array of features and personalized content, including ringtones, artist images, wallpaper and access to Napster Mobile's catalog of more than 5 million songs. Napster Mobile also offers dual-delivery for simultaneous downloads to a subscriber's PC and mobile phone, a unique feature that provides users the convenience of downloading songs directly to their phones with a high-fidelity copy of the song available to download on their PCs.

Under the agreement, Ericsson's responsibilities include systems integration, operation, maintenance and content management of Napster Mobile for TIM. The service is available now.

"We are proud to be the first in Italy to offer the world-class music service Napster Mobile", said Riccardo Jelmini, Mobile VAS Marketing Manager, Telecom Italia. "Ericsson's solution allows us a quick, cost-efficient and simple way to launch this service, which gives our customers easy access to first-rate, feature-rich music services and will also expand our subscriber base".

"Entering the Italian market is an exciting milestone", said Brad Duea, president of Napster. "By partnering with Ericsson we can offer a superior music experience and make our extensive catalog available to Italian consumers for the first time".

"The marriage of Napster's innovative music service and Ericsson's technological leadership and operational expertise helps operators bring attractive new services to market easily and cost-effectively", said Cesare Avenia, President, Ericsson Italy.

Napster Mobile is linked to the Sony Ericsson Walkman series mobile phones via its music recognition application. Some models also offer a soft-key on the display for convenient access to Napster Mobile.

Note to editors:

Press backgrounder – Global Services

www.ericsson.com/ericsson/press/facts_figures/doc/global_services.pdf

Press backgrounder – Mobile Music (updated version will be published on Feb.1)

www.ericsson.com/ericsson/press/facts_figures/doc/music.pdf

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Ericsson Media Relations

Phone: +46 8 719 69 92

E-mail: press.relations@ericsson.com

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 160 million subscribers worldwide.

About Napster

Napster, the pioneer of digital music, offers the ultimate interactive music experience. With an expanding roster of offerings including free, web-based music listening and sharing, subscription and portable subscription services, and an advanced mobile music platform, Napster creates better ways to discover, share, acquire and enjoy music – anytime, anywhere. Napster is based in Los Angeles, with offices in New York, London, Frankfurt and Tokyo.