

Torbjörn Possne appointed Head of Ericsson Sales and Marketing

Torbjörn Possne has been appointed Senior Vice President and Head of Group Function Sales and Marketing at Ericsson (NASDAQ: ERIC), effective as of February 1, 2008. Possne is presently Head of Market Unit Northern Europe and Global Customer Account Deutsche Telekom.

Possne joined Ericsson in 1979 and has held several different positions, including Head of Ericsson Belgium and Luxembourg between 1996 and 2000. In 2000, he was appointed Head of Business Unit WCDMA, PDC Systems and was Head of Solutions Business Area WCDMA between 2001 and 2003. Possne also holds a Master of Science degree from the Royal Institute of Technology in Stockholm.

Notes to editors:

Link to Torbjörn Possne's biography and photographs:

http://www.ericsson.com/ericsson/corpinfo/management/torbjorn_possne.shtml

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

Read more at <http://www.ericsson.com>

FOR FURTHER INFORMATION, PLEASE CONTACT

Media

Ericsson Media Relations

Phone: +46 8 719 6992

E-mail: press.relations@ericsson.com

Investors

Ericsson Investor Relations

Phone: +46 8 719 0000

E-mail: investor.relations@ericsson.com



TORBJÖRN POSSNE

Senior Vice President and Head of Sales and Marketing

As of February 1, 2008, Torbjörn Possne is Senior Vice President and Head of Sales and Marketing at Ericsson.

Torbjörn Possne joined Ericsson in 1979. From 2004 to 2007 he was Head of Market Unit Northern Europe and Global Customer Account Deutsche Telekom based in Germany.

Between 2000 and 2001 he was Head of Business Unit WCDMA, PDC Systems and was Head of Solutions Business Area WCDMA, between 2001 and 2003.

From 1996 to 1999 he was Company President in Belgium and Luxemburg.

Torbjörn Possne was born in Stockholm in 1953. He earned a Master of Science degree from the Royal Institute of Technology in Stockholm in 1979.