

Ericsson wins award for Best Managed Services Platform

Ericsson (NASDAQ: ERIC) has been rewarded with the Mobile Entertainment 2007 Award for Best Managed Services Platform for the successful worldwide deployment of Napster Mobile, in addition to other content integration services.

The award was presented at the Mobile Entertainment Awards ceremony in London yesterday. Winners in each category were voted on by around 400 content industry executives. The Mobile Entertainment Awards highlight efforts in the entire content business and recognize both companies creating entertainment applications and those powering their delivery.

Hans Vestberg, Executive Vice President and Head of Business Unit Global Services at Ericsson, says: "We are proud that in addition to our customers, the mobile entertainment industry appreciates and recognizes Napster Mobile and our other music and content services. Ericsson has a very strong offering leveraging both on the innovation and development skills within multimedia, and our global services organization."

Jan Wäreby, Senior Vice President and Head of Business Unit Multimedia, says: "Music is the second most popular mobile data service after SMS among consumers, and it is paving the way for digital consumption. Our managed services and multimedia offering deliver best in class music services to our customers."

Napster Mobile is part of Ericsson's managed services hosting offering where Ericsson provides end-to-end services, taking care of systems integration, hosting and managing the day-to-day operations of the services.

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>

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