

Ericsson to host multimedia services for Cellular One from Dobson Cellular Systems in the US

Cellular One from Dobson Cellular Systems, a subsidiary of Dobson Communications Corporation (NASDAQ:DCEL) and Ericsson (NASDAQ:ERIC), the world's leading telecommunications supplier, today announced they have signed two contracts for hosted multimedia services: AnswerTunes, a ringback tones service and content downloads.

The new service AnswerTunes allows Dobson customers in more than 70 wireless markets to choose from a catalog of thousands of songs to replace the traditional ring heard by callers when they dial a number. On top of that they will also have access to a huge catalogue of content, including ringtones, games, images and video clips to download to their phones.

The contracts are the third and fourth managed services hosting contracts Ericsson has been awarded by Dobson Cellular Systems since 2006. Ericsson also provides Dobson with a hosted prepaid real time charging service including content and game downloads as well as Napster Mobile. The ringback tones service will be hosted on Ericsson's innovative Service Delivery Platform (SDP).

Thomas K. Roberts, Chief Marketing Officer for Cellular One, says: "We are pleased to partner with Ericsson to deliver AnswerTunes and downloadable content to our customer base. Offering subscribers a wide array of value-added services has been a key differentiator for Cellular One."

Ericsson is providing an end-to-end ringback service, which includes systems integration, hosting and managing the day-to-day operations of the service.

Angel Ruiz, President of Ericsson in North America, says: "Cellular One is a leader in the North American market, taking advantage of hosted and managed services to quickly and cost effectively deliver new offerings and capabilities to subscribers. We are pleased to expand our relationship with Cellular One to help increase its competitive offering and enhance its subscribers' experience."

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

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About Cellular One

Cellular One is a trade name of Dobson Cellular Systems, a subsidiary of Oklahoma City-based Dobson Communications Corporation (NASDAQ: DCEL). The company owns and operates more than 70 wireless markets in 17 states. For more information on the products and services of Cellular One from Dobson Cellular Systems, visit: www.celloneusa.com.

About Ericsson's managed services offering

Ericsson has the telecom industry's most comprehensive managed services offerings, ranging from designing, building, operating and managing day-to-day operations of a customer's network, to hosting service applications and enablers, 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 135 million subscribers worldwide.