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PRESS RELEASE
OCTOBER 11, 2011

AUGERE AWARDS INDIA'S FIRST 4G/TD-LTE CONTRACT TO ERICSSON

- Augere selects TD-LTE technology to offer 4G services to consumers in Madhya Pradesh and Chhattisgarh under its ZOOSH brand
- Partnership with Ericsson to provide Augere with end-to-end TD-LTE solution including managed services in 14 cities in these two states
- World's second-largest telecom market to enjoy benefits of mobile broadband with TD-LTE
- LTE-enabled 4G speeds to improve user experience of wireless broadband including web, online gaming, video streaming and social networking even while on the move.

Consumers in India are one step closer to experiencing the fourth generation of mobile telecommunications through TD-LTE technology. Augere, a pioneer of 4G wireless broadband with 4G licenses covering more than 500 million people in emerging markets in South Asia and Africa has selected Ericsson (NASDAQ: ERIC)'s latest-generation radio base station, the RBS6000; state-of-the-art Evolved Packet Core technology and microwave transmission. This will enable Augere to offer broadband services under the ZOOSH brand to residential and business customers in Madhya Pradesh and Chhattisgarh.

LTE enhances the end-user experience and enables the rapid transfer of large amounts of data. With increased speed and decreased latency, consumers can enjoy a wide range of applications such as internet surfing, online gaming, social media and video meetings. LTE also has the capacity to meet future demands for new and enhanced mobile internet applications.

To ensure optimal network performance, Ericsson will also be responsible for providing managed services and network operations for three years. Ericsson will plan, design, build, operate, maintain and provide spare-parts management for the 4G network for Augere. The contract includes the supply, installation and commissioning of the network.

Lars Stork, CEO, Augere Wireless Broadband India Private Ltd said, "We are delighted to be one of the first wireless broadband service providers to announce our plans for the launch of 4G services in Madhya Pradesh and Chhattisgarh. LTE is a new technology that will enable us to offer high speed and quality customer experience through a 4G wireless broadband service. India today offers one of the most exiting growth opportunities globally in wireless broadband services and we believe LTE will provide us with a network to offer a customer experience in line with the core values of our brand ZOOSH. Our global telecommunications experience and strong local partnerships are geared up to deliver Broadband service in underserved markets enabling our customers to get high speed and reliable access to the Internet. We welcome the selection of Ericsson as our Indian network partner, a global leader in the LTE space. We are confident that this partnership will create the foundation that will support us in providing a fast and reliable customer experience only second to none and be moving us a step closer to our 'Broadband for All' vision."



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Fredrik Jejdling, Head of Ericsson in India, says: "Ericsson is proud to partner with Augere for the introduction of 4G-based TD-LTE services in India. Mobility and broadband are among the main elements of Ericsson's vision of a Networked Society. With LTE and TD-LTE, the mobile broadband experience will reach the next level. It is exciting to see India, one of the world's largest telecom markets, planning the next steps for mobile broadband."

The rollout of services will start from early next year, with a soft launch planned for early Q2 2012.

NOTES TO EDITORS:

First LTE TDD trials in India

http://www.ericsson.com/news/100701_lte-tdd-trials_244218600_c

[LTE Achievement List](#)

[LTE MediaKit](#)

Our multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 180 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2 billion) in 2010. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQOMX, Stockholm and NASDAQ New York.

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About Augere

Augere was established in September 2007 by an experienced team of global telecoms executives with the vision of delivering Broadband for All. It is committed to achieving this through the delivery of fast, reliable broadband internet services in emerging markets using wireless networks.



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Augere has an established leadership team in place with over 150 years of experience in the telecommunications industry. Since its formation, the Company has successfully raised more than USD250 million in financing.

Augere currently has access to spectrum in Pakistan; Bangladesh; the states of Madhya Pradesh and Chhattisgarh in India; Uganda; Rwanda and Tanzania. Access to additional spectrum is being actively pursued across Africa and Asia.

Augere's first commercial wireless network was launched under the Qubee brand in Pakistan in July 2009. This was closely followed by the Bangladesh network in October 2009. By mid-2011 Augere was operating wireless networks comprising more than 650 radio base stations and serving over 100,000 broadband customers.

<http://www.augereholdings.com/>

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