



PRESS RELEASE
DECEMBER 17, 2010

MULTIMEDIA SERVICES PREMIER IN AFRICA WITH MTN RWANDACELL

- Multimedia such as chat and video on the “scratch card”
- Services live now for subscribers
- Ericsson supplied charging system and Multimedia Telephony Solution

Africa’s next generation multimedia services are now available to the massive pre-paid population in Rwanda on the MTN Rwandacell network, with Ericsson (NASDAQ: ERIC) solutions for multimedia and charging. This means people in households as well as business users can have equal opportunity to have chat, presence and video communication on mobile or fixed networks.

The Rwanda Utilities and Regulatory Agency (RURA) calculates that prepaid mobile subscribers constitute more than 80 percent of Rwanda's telecom market. Of the three players on that market, MTN Rwandacell is the largest. By transforming its network into an IP-based converged network and migrating all of its subscribers to a common IP-based service platform, MTN Rwandacell secures that high-quality voice and multimedia services will be available to its subscribers, whether they are on pre-paid or post-paid plans.

Additionally, MTN Rwandacell is the first to commercially deploy Multimedia Telephony (MMTel) based on IMS in all of Africa.

Andrew Rugege, Chief Operating Officer MTN Rwandacell, comments: “With Ericsson’s support, we have succeeded in achieving a prepaid solution for multimedia services using the same account as for voice. With the very same scratch card, you can now load airtime and use it for voice and data wherever you are.”

Ericsson has deployed the IMS-based Multimedia Telephony Solution combined with Ericsson Charging System, the world leading real-time convergent charging solution, which part of the overall Operations Support System and Business Support System offering. Combining the two is what makes advanced multimedia services available to the huge numbers of pre-paid users for the first time in Africa. The services are available regardless of type of access - mobile network, public hot-spots or a fixed broadband network, even outside Rwanda, which grants freedom and mobility to subscribers.

Lars Lindén, head of Region Sub-Saharan Africa for Ericsson, says: “MTN Rwandacell is leading the way for African people to be able to use new and innovative services, while widening the possibilities for anyone to conveniently pay for them.”

Ericsson helps more than one billion people make payments through its charging systems around the world. Ericsson’s convergent charging solution enables integration of all prepaid

and post-paid as well as fixed and mobile services offerings, and provides the capability to introduce new and more flexible service packages.



MTN site, Rwanda.

NOTES TO EDITORS:

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 175 countries, more than 80,000 employees generated revenue of SEK 206.5 billion (USD 27.1 billion) in 2009. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ New York.

www.ericsson.com

www.twitter.com/ericssonpress

www.facebook.com/technologyforgood

www.youtube.com/ericssonpress



PRESS RELEASE
DECEMBER 17, 2010

About MTN Rwanda:

MTN is a global communications company and world-class cellular network. As a major communications company, MTN is specifically focused on the Africa and the Middle East. We believe that through access to communication comes economic empowerment.

Serving you since 1998, MTN Rwanda continues to expand its network, offer new and innovative packages and services, and keep up with the latest trends in communications while maintaining affordability. MTN Rwanda has over 2.5 million subscribers and its network coverage extends to over 98% of the population.

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Public & Media Relations
Phone: +46 10 719 69 92
E-mail: media.relations@ericsson.com

Ericsson Investor Relations
Phone: +46 10 719 00 00
E-mail: investor.relations@ericsson.com