



PRESS RELEASE  
SEPTEMBER 15, 2011

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## ERICSSON, MASHABLE AND UN FOUNDATION PARTNER FOR SOCIAL GOOD SUMMIT

- Exploring new ways that Ericsson's Technology for Good can change the world
- Ericsson CEO Hans Vestberg to speak on how ICT can improve education in 21<sup>st</sup> century
- Ericsson is exclusive sponsor of Mashable Social Good Summit (#socialgood)

To increase awareness of how Technology for Good is changing the world, Ericsson (NASDAQ:ERIC) is the exclusive sponsor of the second annual Social Good Summit in New York City, presented by Mashable, 92<sup>nd</sup> Street Y and the United Nations Foundation.

Ericsson will present four topics during the course of the summit, consisting of discussions with public and private leaders in the fields of education, maternal health, micro-finance and technology.

The Social Good Summit (September 19-22) will engage high-level influencers, innovators and bloggers to explore how Information and Communications Technology (ICT) can address some of the world's most compelling issues today and tomorrow.

Ericsson President and Chief Executive Officer Hans Vestberg and Jeffrey Sachs, Director, The Earth Institute, will take the stage on September 20 to discuss 21<sup>st</sup> century education for all in a networked society.

Elaine Weidman, head of Sustainability, Ericsson, says: "In today's Networked Society, broadband and ICT represent a force for good that is helping the world to be a better and more sustainable place. Global challenges such as poverty, refugees, natural disasters and the environment can be addressed by making mobile broadband services available and affordable to the majority of the world's population.

"When we add the rapid deployment of powerful mobile devices and cloud computing, we see the Networked Society expanding to fundamentally change the way we work, live and interact. This is what we mean by 'Technology for Good'," she concluded.

The Social Good Summit will be streamed live and can be found at on Mashable.com throughout the Social Good Summit, at [www.livestream.com/mashable](http://www.livestream.com/mashable) and on [www.ericsson.com](http://www.ericsson.com)

The agenda for the four days is presented on <http://mashable.com/sqs/agenda/>



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NOTES TO EDITORS:

[Ericsson Response partners with SingTel Group for disaster communications](#)

[Benefits of mobile communication in rural and developing areas](#)

[Mobile Application Reconnects Refugees with Loved Ones](#)

Our multimedia content is available at the broadcast room:  
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**About Mashable**

*Mashable* is the largest independent news source dedicated to covering digital culture, social media and technology. *Mashable* reports on the importance of digital innovation and how it empowers and inspires people around the world. *Mashable's* 15 million monthly unique visitors and 4 million social media followers have become one of the most engaged online news communities. Numerous studies and leading publications have declared *Mashable* the most influential online news outlet and a must-read site.

**About 92<sup>nd</sup> Street Y**

92nd Street Y is a world-class nonprofit community and cultural center that connects people at every stage of life to the worlds of education, the arts, health and wellness, and Jewish life.

**About the United Nations Foundation**

The United Nations Foundation, a public charity, was created in 1998 with entrepreneur and philanthropist Ted Turner's historic \$1 billion gift to support UN causes and activities. The UN Foundation builds and implements public/private partnerships to address the world's most pressing problems, and works to broaden support for the UN through advocacy and public outreach. Through campaigns and partnerships, the organization connects people, ideas, and resources to help the UN solve global problems. The campaigns reduce child mortality, empower women and girls, create a new energy future, secure peace and human rights, and promote technology innovation to improve health outcomes. These solutions are helping the UN advance the eight global targets known as the Millennium Development Goals (MDGs). For more information, visit [www.unfoundation.org](http://www.unfoundation.org).



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*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 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 OMX NASDAQ, Stockholm and NASDAQ New York.*

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