

Ericsson to supply mobile TV solution to Cellcom Israel

Ericsson (NASDAQ: ERIC) has signed a contract with leading Israeli mobile operator Cellcom Israel to provide an end-to-end mobile TV and video solution to enable Cellcom Israel's subscribers to enjoy a true TV experience, including access to live TV channels and video-on-demand (VoD) content.

Under the agreement, Ericsson will be the sole supplier of a mobile TV platform supporting rich media clients, a content management system and support systems for operation and customer care units. Rollout has started in December 2007, with commercial launch due during 2008.

Ericsson's cutting edge mobile TV solution will provide users with a customized TV experience offering access to fast channel switching, an easy-to-use navigation menu and more advanced features.

Ericsson's Mobile TV and Video solution leverages the existing cellular network to allow operators to capitalize on existing network infrastructure investments. The flexible and scalable solution can also accommodate broadcast technologies such as Multimedia Broadcast Multicast Service, as they become available.

Nahum Hai, Director of Advanced Services Department at Cellcom Israel, says: "This move reaffirms Cellcom Israel's leading position in the Israeli market. By partnering with Ericsson, Cellcom Israel can offer easy access to a personalized, world-class mobile TV experience."

Mats Bosrup, President and CEO of Ericsson Israel, says: "Mobile TV is going from strength to strength as operators expand and leverage their networks. Ericsson's mobile TV solution will enable Cellcom Israel to offer sophisticated new services while tapping into new revenue opportunities."

Notes to editors:

Read more about mobile TV at:

www.ericsson.com/ericsson/press/facts_figures/doc/mobiletv.pdf

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 www.ericsson.com

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About Cellcom Israel

Cellcom Israel Ltd., established in 1994, is the leading Israeli cellular provider; Cellcom Israel provides its 3 million subscribers with a broad range of value added services including cellular and landline telephony, roaming services for tourists in Israel and for its subscribers abroad and additional services in the areas of music, video, mobile office etc., based on Cellcom Israel's technologically advanced infrastructure. Cellcom Israel operates an HSDPA 3.5 Generation network enabling the fastest high speed content transmission available in the world, in addition to GSM/GPRS/EDGE and TDMA networks. Cellcom Israel offers Israel's broadest and largest customer service infrastructure including telephone customer service centers, retail stores, and service and sale centers, distributed nationwide. Through its broad customer service network Cellcom Israel offers its customers technical support, account information, direct to the door parcel services, internet and fax services, dedicated centers for the hearing impaired, etc. In April 2006 Cellcom Israel, through Cellcom Fixed Line Communications L.P., a limited partnership wholly-owned by Cellcom Israel, became the first cellular operator to be granted a special general license for the provision of landline telephone communication services in Israel, in addition to data communication services. Cellcom Israel's shares are traded both on the New York Stock Exchange (CEL) and the Tel Aviv Stock Exchange (CEL).

For additional information please visit the Cellcom Israel's website <http://investors.ircellcom.co.il>