

PRESS RELEASE**Ericsson and FIFA sign multimedia solution agreement**

Ericsson (NASDAQ:ERIC) and FIFA have signed a global agreement where FIFA will use Ericsson's content management and service delivery platforms to enable its broadcaster and telecom content licensees to propose a mobile content offer based on FIFA events in 2009 and 2010.

FIFA, the world governing body of football, will use Ericsson's platform to allow broadcasters and telecom operators worldwide to deliver compelling content offers based on different FIFA events. The offers range from basic information-based to advanced mobile TV and video solutions.

Ericsson's platform and services are configured to meet the needs of telecom operators and media companies and other service providers acting in the marketplace.

Carl-Henric Svanberg, President and CEO of Ericsson, says: "We are very pleased to work with FIFA in enabling them to give football fans all over the world, the opportunity to watch their favorite game on their mobile phones. It shows our commitment to develop products and solutions that extend the attractiveness and availability of multimedia services both to operators and media companies."

FIFA Secretary General Jérôme Valcke, says: "We are working hard to make our football content available to as many people as possible, on as many platforms as possible. We trust that Ericsson's expertise and wide geographical reach will give our licensees a good opportunity to bring the excitement and action of various FIFA competitions to the mobile phones of fans all over the world."

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 185 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm, London and NASDAQ stock exchanges.

For more information, visit www.ericsson.com or www.ericsson.mobi

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About FIFA

For more than 100 years, the Fédération Internationale de Football Association, founded on 21 May 1904 in Paris and better known as FIFA, has continued to provide the essential leadership role to the international football family. Headquartered in Zurich, Switzerland, the eighth FIFA President, Joseph S. Blatter guides the organisation today with a commitment to the evolution of FIFA as a modern and dynamic association. The basis of the world's football family is formed by FIFA's members. From the founding seven, the family has today grown to 208 affiliated football associations, also organised into six confederations spanning the globe.

FIFA's worldwide activities go well beyond its various competitions, such as the world's biggest single-sport event, the FIFA World Cup™. In football development projects such as the FIFA GOAL Programme as well as in corporate social responsibility activities (including the Football for Hope movement to support through football social and human development) FIFA makes material, financial and promotional contributions to develop the game and make the world a better place. For the Game. For the World. To find out more about FIFA and its initiatives please check out www.FIFA.com