

PRESS RELEASE**Ericsson launches new hosting services to reinforce managed services strength**

Ericsson today announced an expansion of its managed services hosting offering, adding three new services to the portfolio: Me-On-TV, Hosted Location Based Services and Hosted Mobile Advertising. Ericsson takes full responsibility for integration and round-the-clock operations and maintenance of the services, which enables operators and service providers to focus on their core business.

Me-On-TV is a service supporting media companies, including broadcasters, production companies and websites, to benefit from users' wish to participate, contribute and share experiences. Me-On-TV enables interactive TV shows and new user generated content services by allowing citizen reporters equipped only with a video enabled phone to contribute to multimedia productions.

The Hosted Mobile Advertising service targets media companies and operators, providing new mobile channels for the media to distribute advertisements to large target groups through SMS, MMS or more advanced advertisements. The Hosted Mobile Advertising service also brings an additional revenue stream for operators by providing them with a key channel for advertising in the future.

Ericsson's Hosted Location Based Services provides a portfolio of location enabled applications for operators to target consumer and enterprise segments. Local Search, Family Finder and Friend Finder address the needs of mobile consumers to instantaneously find places or people. Workforce Management, a tracking and workforce management tool for the enterprise segment, enables companies to improve their efficiency by optimizing resource utilization.

"The Hosting business model is based on Ericsson's ability to support operators in launching new and appealing end-user services to the market quickly," says Jan Frykhammar, Senior Vice President and Head of Business Unit Global Services, Ericsson. "By launching a range of new and exciting hosted services, Ericsson reinforces its portfolio - underlining our position as the number one hosting partner."

Hosting is a part of Ericsson's industry-leading Managed Services offering. Hosting enables operators to significantly facilitate service delivery and management in today's increasingly complex business environment. Operators benefit from Ericsson's expertise in managing technological- and business complexity, in order to launch appealing services cost efficiently.

Ericsson takes full responsibility for integration, around-the-clock operation and maintenance of the hosted service. Through our unique skill- and scale leverage, we deliver best in class services as well as predictable and lower risk. We also manage the complexity in multi-vendor environments. All in all, enabling our customers to focus on their core business.

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 Ericsson's Managed Services Offering

Ericsson has the telecom industry's most comprehensive managed services offering. It ranges from designing, building, operating and managing day-to-day operations of a customer's network, including end-user services and business support systems, to hosting service applications and content, as well as providing network coverage and capacity on demand. As the undisputed leader in managed services, Ericsson has officially announced more than 100 managed services contracts with operators worldwide since 2002. In all current managed services contracts, excluding hosting, Ericsson is managing networks that together serve more than 185 million subscribers worldwide.