

PRESS RELEASE**Ericsson to supply nationwide managed services for Telcel in Mexico**

Ericsson (NASDAQ:ERIC) has been selected by Telcel – Mexico's leading operator and a subsidiary of América Móvil – to provide field maintenance activities for more than 3,800 additional sites for Telcel's GSM, TDMA and transmission networks.

Under the annual agreement, Ericsson will expand its existing managed services contracts with Telcel for field maintenance, and will increase its responsibility from one to all nine of Mexico's cellular regions.

Ericsson will provide preventive, planned and corrective maintenance services for Telcel's multi-vendor network and site infrastructure. The agreement will improve network availability, leverage network investment and reduce operating costs. It will also allow Telcel to focus on its core business and launch new services for its customers quickly, easily and cost-effectively.

Telcel has stated that field maintenance activities are crucial to ensure a high level of availability for their customers. Together with Ericsson, Telcel has improved its infrastructure to streamline network management and operations.

Lars Lindén, President of Ericsson Mexico, says: "We are proud to expand our relationship with Telcel. This contract reaffirms Ericsson's leading position in managed services. Our scale and skills ensure the quality and cost-efficient operations of networks, end-user service platforms and associated infrastructure."

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 195 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 and NASDAQ stock exchanges.

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

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About Telcel

Telcel is the leading provider of wireless communications services in Mexico. Providing coverage in all nine geographic regions in the country using both the 800Mhz and 1900Mhz radio spectrums, it offers a wide array of voice and data services in TDMA, GSM/GPRS/EDGE and UMTS/HSPA technologies. In December 31, 2007, Telcel had more than 50 million cellular subscribers.

About Ericsson Managed Services

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 such contracts with operators worldwide since 2002. In all current managed services contracts, excluding hosting, Ericsson is managing networks that together serve more than 195 million subscribers worldwide.