

PRESS RELEASE**Ericsson expands mobile broadband HSPA with Softbank in Japan**

Ericsson (NASDAQ: ERIC) has signed a frame agreement with a leading Japanese operator, Softbank Mobile, to expand and upgrade its HSPA (High Speed Packet Access) network to increase capacity and enable even faster mobile broadband. With this contract, Ericsson will expand its business with Softbank by providing enhanced HSPA on new and existing base stations in the high traffic areas of Tokyo, Nagoya and Osaka.

The deal also includes an extension of the Ericsson circuit and packet switched networks, a field maintenance service and a full turnkey service for the rollout of new base stations.

Fredrik Alatalo, President, Ericsson Japan says: "We are extremely happy to expand our business with Softbank and to support them in providing high speed mobile broadband in the Japanese market."

HSPA is the world's most widely deployed mobile broadband technology, with 198 commercially deployed networks available in 86 countries worldwide.

Notes to editors:

Ericsson's standard multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

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 OMX Nordic Exchange Stockholm and NASDAQ.

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

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Media Relations
Phone: +46 8 719 69 92
E-mail: press.relations@ericsson.com