

PRESS RELEASE**Ericsson's CTO to spearhead rapidly growing IP business**

Ericsson's (NASDAQ:ERIC) in-coming President and CEO has appointed its CTO Håkan Eriksson to head Ericsson in Silicon Valley, the center of the company's important IP business. Håkan Eriksson will lead the work to further enhance Ericsson's global position when fixed, mobile and internet converge.

Over the past few years Ericsson has further strengthened its position in IP and broadband by acquiring leading IP companies, headquartered in Silicon Valley. Håkan Eriksson will succeed Bert Nordberg, newly appointed President of Sony Ericsson, who has headed the successful integration of these companies.

Hans Vestberg, in-coming President and CEO says: "Håkan Eriksson is the telecom industry's leading CTO and his experience as well as managerial skills will secure our continued transformation to an IP-based company."

Eriksson will keep his current role as CTO (Chief Technology Officer) and head of Group Function Technology & Portfolio Management and will remain as member of the Group Management Team. Eriksson will be based in San Jose, California, in the US and takes on the new position as of January 1, 2010.

Håkan Eriksson says: "We will continue to drive the convergence of fixed, mobile and internet from Silicon Valley and to focus on strengthened partnerships in the areas of both hardware and software, internet applications as well as in the PC industry."

Håkan Eriksson was born in Mjölby, Sweden, in 1961. He graduated with a Master of Science degree in Electrical Engineering from Linköping Institute of Technology, Sweden, in 1985. Eriksson has an Honorary Ph.D. from Linköping Institute of Technology. He is married and has three children.

Eriksson was appointed Senior Vice President and CTO in 2003 and was responsible for development activities carried out in Ericsson's Core Network Development, Radio Network Development and Service Network and Applications, as well as for Ericsson Research. Prior to this, he served for five years as head of Ericsson Research.

Eriksson joined Ericsson in 1986, representing the company as a technical expert in GSM standardization work and he has held a number of senior positions in the research and development field for Ericsson in Sweden and internationally.

Notes to editors:

Håkan Eriksson's bio and photos are available on

http://www.ericsson.com/ericsson/corpinfo/management/hakan_eriksson.shtml

Ericsson's 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. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over

1 billion subscribers and has a leading position in managed services. The company's portfolio comprises of mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of "to be the prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 75,000 employees generated revenue of SEK 209 billion (USD 32.2 billion) in 2008. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York.

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