

Ericsson successful in roll out of new Cellcom GSM network in Guinea

Leading global telecom services company, Ericsson, successfully rolled out a new GSM network in Guinea for the Cellcom Group. The new network, Cellcom Guinea, commercially launched on the 05 May 2008 reflects the growing partnership between the two companies.

"We were confident that Ericsson was the right choice for us because of the company's proven track record of delivering as well as its established footprint across the continent," maintains Hanoch Dombek, CEO of Cellcom Guinea, "and this culminated in our successful commercial launch in May this year. We see a steady growth in our network and have now reached more than six hundred thousand subscribers."

The Cellcom Guinea GSM network, which covers the Guinean capital of Conakry and the country's main rural areas, is based on the latest Ericsson Mobile Soft Switch (MSS) technology. Ericsson has also supplied the network's entire GSM telecommunication infrastructure, including packet network (GPRS and EDGE), GSM radio, Microwave and SDH transmission equipment.

"The network rollout was an exciting challenge for us and we are delighted it went so well," confirms Jan Embro, president of Ericsson's market unit sub-Saharan Africa (MUSA), "we were positive that this project would be successful, as we have a long history with Guinea and now supply the country's three major operators."

Cellcom Guinea is a subsidiary of the Cellcom Group and the successful rollout further strengthens the promising association between the two companies. "Like Ericsson, the Cellcom Group has a commitment to the African continent and its growth potential and it makes sense for us to continue to benefit by sharing our African expertise and experience," affirms Embro.

Note to editors:

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 189 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 <<http://www.ericsson.mobi/>>.

FOR FURTHER INFORMATION, PLEASE CONTACT

Annabel Cele

Media Relations

Ericsson Market Unit sub-Saharan Africa

Tel: +27 11 844-2070

Email: annabel.cele@ericsson.com

Deborah O'Connell

The Echo Holdings Group

Incorporating eCommunications and puruma business communications

t: 0860 787862 (PURUMA)

f: + 27 86 517 9305

m: + 27 83 732 0634

e: deborah@puruma.com

Amare et sapere vix deo conceditur - Even a god finds it hard to love and be wise at the same time

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