

**PRESS RELEASE****Sony Ericsson sees continued market challenges**

**Sony Ericsson, the 50/50 joint venture between Ericsson (NASDAQ:ERIC) and Sony Corporation (NYSE:SNE), today announced that the company sees continued market challenges impacting sales and profit in the second quarter 2008.**

As Sony Ericsson announced today, they expect to ship approximately 24 million phones during the second quarter of 2008 with an estimated ASP (Average Selling Price) of EUR 115. Gross margin is expected to decline both year over year and sequentially. Net income before taxes is estimated to be about break-even for the second quarter of 2008.

Sony Ericsson's press release can be found on the Ericsson web site [www.ericsson.com/ericsson/press/releases](http://www.ericsson.com/ericsson/press/releases) as well as on the Sony Ericsson web site <http://www.sonyericsson.com/cws/corporate/press/pressreleases/latestnews>.

Sony Ericsson reports results of the second quarter 2008 on July 18 and Ericsson reports results of the second quarter 2008 on July 22, 2008.

*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](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi).

**FOR FURTHER INFORMATION, PLEASE CONTACT**

**Sony Ericsson Corporate Communications & PR**

Press telephone number: +44 208 762 5858

Aldo Liguori: +44 20 87625860

Merran Wrigley: +44 20 87625862

E-mail: [press.global@sonyericsson.com](mailto:press.global@sonyericsson.com)

**Ericsson Investor Relations**

Ericsson Investor Relations

Phone: +46 8 719 00 00

E-mail: [investor.relations@ericsson.com](mailto:investor.relations@ericsson.com)

**Ericsson Media Relations**

Phone: +46 8 719 69 92

E-mail: [press.relations@ericsson.com](mailto:press.relations@ericsson.com)

Ericsson discloses the information provided herein pursuant to the Securities Markets Act and/or the Financial Instruments Trading Act. The information was submitted for publication on June 27, 2008, at 1.00 pm.