

**PRESS RELEASE****Ericsson's Bert Nordberg appointed President of Sony Ericsson**

**Ericsson's (NASDAQ:ERIC) Executive Vice President Bert Nordberg has been appointed President of Sony Ericsson as of October 15, 2009. He joins Sony Ericsson on September 1, 2009, to take on the position as Co-President.**

Bert Nordberg is presently also head of Ericsson Silicon Valley. He will leave his positions in Ericsson when he joins Sony Ericsson September 1, 2009.

Sir Howard Stringer, Chairman, CEO and President of Sony Corporation, will take on the role as Chairman of Sony Ericsson on October 15 while Carl-Henric Svanberg, President and CEO of Ericsson remains in the board of Sony Ericsson. Carl-Henric Svanberg is currently Chairman of Sony Ericsson.

More information about Bert Nordberg's new position at Sony Ericsson is found at <http://www.sonyericsson.com/cws/corporate/press/pressreleases/latestnews>

**Notes to editors:**

Bert Nordberg's photo and bio is available on [http://www.ericsson.com/ericsson/corpinfo/management/bert\\_nordberg.shtml](http://www.ericsson.com/ericsson/corpinfo/management/bert_nordberg.shtml)

Our multimedia content is available at the broadcast room:  
[www.ericsson.com/broadcast\\_room](http://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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