

Press Release

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All Telia's mobile users offered free GPRS access

Telia is offering all its three million GSM customers in Sweden a free three-month GPRS trial. Telia will also be the first Swedish operator to give its Prepaid customers the opportunity to try GPRS.

This offer will be part of Telia's undertakings in the field of mobile Internet and will remain valid from 14 November until 14 February next year.

-I reckon that the media debate on mobile Internet at the moment is rather inflexible. It is time for the industry to stop being so negative! It should be looking at the opportunities instead. For instance, right now Telia offers more than 100 mobile Internet services and lots of SMS services, and we are now giving our customers the chance to try these out with our free GPRS access, says Kenneth Karlberg, MD of Telia Mobile AB.

Telia's promotion will now give both subscribers and Prepaid customers the chance to try out mobile Internet services.

-Young people are in many respects the driving force when it comes to mobile communication, and most of them now use Prepaid cards. That is why we are pleased to have something to offer now which will give all our mobile customers the chance to try Telia Mobile OnLine, says Anders Bruse, Head of Telia Mobile Sweden.

Telia's promotion means that all Telia customers who have GPRS telephones can try GPRS, up to 25 Mb, free of charge as of 14 November. The trial period ends on St Valentine's Day, 14 February. The people who have already signed up for the additional Telia Mobile OnLine service can also take part in the promotion.

Telia Mobile OnLine, Telia's GPRS service, allows customers to send and receive e-mail using their mobiles and to use a large number of Internet-based mobile services.

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<p>Telia is the leading Nordic communications company challenging technology to liberate you in life and business. In 2000, Telia's sales totalled SEK 54,064 million and the number of employees was 29,868. Telia is quoted on the A-list of the Stockholm Stock Exchange.</p>
