

Ericsson announces equity investment in Internet software developer OZ.COM

Ericsson is making a USD 13 million minority equity investment in Iceland based Internet software developer, OZ.COM™. Ongoing cooperation already has resulted in an innovative communications portal, offering simplicity and convenience in Internet communications. It combines services that generally are used via different devices, like a mobile phone, pager or a PC.

OZ.COM fits very well into Ericsson's strategy to complement its core strengths with selective investments. New value added Internet solutions for users are an especially good match for leveraging Ericsson's leadership in supplying Voice over IP networks.

Technologies and services are converging today. Still there are different networks and devices for consumers and corporate users. Solutions that aggregate services are what operators and service providers are looking for to successfully attract and keep users. The communications portal, iPulse™, is one of the first such solutions in the market today. With a click of an icon, users can communicate across multiple networks and devices.

Since announced in May of this year, this intelligent IP communication portal has received high marks from industry analysts as an important and innovative new application for carrier-class Voice over IP services.

The investment in OZ strengthens Ericsson's role in creation of software applications for innovative Internet voice and datacom services. The investment further underscores Ericsson's long-term commitment to its key network operator and service provider customers and their need for value added services complementing infrastructure and terminal offerings.

Ericsson is the leading provider in the new telecoms world, with communications solutions that combine telecom and datacom technologies with freedom of mobility for the user. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for its customers – network operators, service providers, enterprises and consumers – the world over.

Please visit Ericsson's Press Room at: <http://www.ericsson.se/pressroom>

About OZ.COM

OZ.COM is a pioneer in the advancement and development of scalable, interactive real-time communications products and solutions. The company's mission is to put people above networks and develop technology that integrates the Internet, traditional wireline and wireless communications services. With corporate headquarters in San Francisco, the main development located in Reykjavik, Iceland, and Stockholm, Sweden, OZ.COM has over 90 employees and can be found on the World Wide Web at <http://www.oz.com/>

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An image of the iPulse is available for viewing and downloading:

http://webIPULSE.ericsson.se/pressroom/phli_p.shtml

For more information about iPulse, visit

<http://www.ericsson.com/ipservices/ipulse/>