



FOR IMMEDIATE RELEASE

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TELE2 LAUNCHES ITS EIGHTH GSM NETWORK IN RUSSIA

New York and Stockholm – Tele2 AB, (“Tele2”), (Nasdaq Stock Market: TLTOA and TLTOB and Stockholmsbörsen: TEL2A and TEL2B), the leading alternative pan-European telecommunications company, today announced that it has launched a GSM-network in Russia’s third largest city, Nizhny Novgorod. This is Tele2’s eighth GSM launch in Russia.

The population covered by the GSM-license in Nizhny Novgorod is 3.5 million and the region’s mobile penetration is approximately 24%. The GSM-network in Nizhny Novgorod was launched based on the GSM 1800 standard.

Lars-Johan Jarnheimer, CEO of Tele2 said; “The GSM-launch in Nizhny Novgorod follows on from our successful launches in Irkutsk, Rostov, St Petersburg, Kemerovo, Omsk, Izhevsk and Smolensk. The Russian mobile market offers substantial growth potential for Tele2 and our previous launches in Russia show customers appreciate our service offering.”

Tele2 AB, formed in 1993, is the leading profitable alternative pan-European telecommunications company offering fixed and mobile telephony, data network and Internet services under the brands Tele2, Tango and Comviq to 22.3 million people in 23 countries. Tele2 operates Datametrix, which specializes in systems integration, 3C Communications, providing integrated credit card processing, web payment solutions and public payphones; Transac, providing billing and transaction processing service; C3, offering co-branded pre-paid calling cards and Optimal Telecom, the price-guaranteed residential router device. The Group offers cable television services and, together with MTG, owns the Internet portal Everyday.com. The Company is listed on the Stockholmsbörsen, under TEL2A and TEL2B, and on the Nasdaq Stock Market under TLTOA and TLTOB.

CONTACTS

Lars-Johan Jarnheimer
President and CEO, Tele2 AB

Telephone: + 46 8 562 640 00

Håkan Zadler
CFO, Tele2 AB

Telephone: + 46 8 562 640 00

Dwayne Taylor / Lena Glader
Investor enquiries

Telephone: + 44 20 7321 5010

Visit us at our homepage: <http://www.Tele2.com>