

Ericsson makes strategic investment in Saraïde.com

Ericsson has made a USD 5.5 million (SEK 47 million) minority equity investment in Saraïde.com, a San Francisco-based company that is rapidly introducing and delivering enhanced datacom services on behalf of mobile operators, globally. Ericsson's intention with the investment is to stimulate usage of innovative services to drive the market for mobile datacom services.

Saraïde.com provides mobile operators with a wide array of Internet-based services to wireless devices over any air interface, including GSM, TDMA, and CDMA. Current offerings include, among others, e-mail, e-commerce, stock quotes and travel information. Fully focusing on a true marriage of wireless and the Internet, the company enables mobile access for users on the move.

The investment gives Ericsson the opportunity to further develop its network solutions for carrier-class mobile datacom services. Saraïde.com's business model assures also that Ericsson continues its policy of not competing with its customers – the network operators and carriers.

Ericsson expects the market for mobile data communication services will be further stimulated by the recent harmonization agreement by telecom vendors and operators on next generation standards for wireless data. 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.

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About Saraïde.com

Saraïde.com is a world-leader in delivering Internet-based services to wireless devices. Using an open technology platform, Saraïde.com provides wireless operators with a wide array of exceptional value-added services -- independent of time, device, content or air interface. Headquartered in Silicon Valley, USA, Saraïde.com has offices in Dallas, USA, Ottawa, Canada and Rotterdam, The Netherlands.

Saraïde.com has carrier customers in North America, Europe and Asia, including Microcell, Omnitel, KPN, KDP and diAX. Saraïde.com's portfolio of services includes customized, time-sensitive, location-based information services such as e-mail, stock quotes, travel information, calendars, contact lists, personal banking, electronic commerce, and more. This information can be delivered to any mobile device -- including mobile phones, pagers, personal digital assistants (PDAs), notebook computers and faxes -- over any mobile network standard. For more information please go to <http://www.saraide.com>.