



**FOR IMMEDIATE RELEASE**

June 1, 2004

## **TELE2COMVIQ LAUNCHES 3G SERVICES**

**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 is launching 3G services with free mobile Internet and WAP for the rest of this year as an introduction offer. 3G users can choose between all of Tele2Comviq’s successful subscriptions, private as well as corporate. This includes the winning subscription Comviq Kompis (“Buddy”), with which customers can call to over 3.4 million mobile phones at SEK 0 per minute.**

Fredrik Berglund, CEO of Tele2 Sweden said; “It should be simple and cheap for all of those who choose 3G, and we assure our customers that we will continue to offer the market’s best prices also within 3G. The timing of our launch is right for a number of reasons: the mobile phones are now of better quality; the network quality is good; handover between 3G and GSM works, and we see an increasing demand for content services which require faster transmission.”

With transmission significantly faster than with GSM, 3G can provide many new, and more advanced, services. Transmission speed in the 3G network is up to 384 Kbps. Tele2Comviq’s customers can, for example, now access pictures and games with better graphics and video streaming, with everything from the latest news reports to a favorite artist’s latest music video. 3G also provides greater flexibility and much faster functionality compared to the dial-up modem at home, especially for those who want to be mobile and connect the laptop to the Internet anywhere.

In connection with the 3G launch, Tele2Comviq will offer the SonyEricsson Z1010 and Nokia 7600 3G phones at attractive prices. The recommended price for a SonyEricsson Z1010 is SEK 1,995 and for a Nokia 7600 SEK 995 combined with a Comviq Kompis subscription. All 3G subscribers can keep their old mobile telephone number, regardless of their current mobile operator.

### **Comviq’s 3G prices:**

Start-up fee	SEK 200
Voice calls	Same as Comviq’s Kväll, Dag, Max, Pott and Kompis
SMS	See above
MMS	SEK 2.75 per message
Video telephony	SEK 4.50 per minute weekdays and SEK 2.50 per minute evenings and weekends to other Tele2/Comviq customers. SEK 7 per minute to other operators, all days
Data downloading	SEK 0 per MB until December 31, 2004

*Tele2 is Europe's leading and profitable alternative telecom operator. With our unique values, we provide cheap and simple telecom for all Europeans every day. We have over 23 million customers in 24 countries. We offer products and services in fixed and mobile telephony, Internet access, data networks, cable TV and content services. Our main competitors are the former government monopolies. Tele2 was founded in 1993 by Jan Stenbeck and has been listed on Stockholmsbörsen since 1996. The share has also been listed on Nasdaq since 1997. In 2003 we had net sales of SEK 36,911 million and reported a profit of SEK 5,710 million (EBITDA). Tele2 always strives to offer the market's best prices.*

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