

Press Release

June 24, 2004

Free Olympic game broadcasts for Telia mobile subscribers

Telia's mobile customers will be the only ones in Sweden to be able to receive – on their mobile phones – the live broadcasts of SVT, the Swedish public service television company, from the Summer Olympics in Athens. Telia will also offer subscribers a news archive packed with information in text, image and video clip form, and a subscription service to the latest Olympic game news via SMS or MMS. Telia will provide all these Olympic services free of charge to its mobile customers.

Through the Telia Go service, subscribers with a 3G handset will be able to see the same live broadcasts from SVT that are shown on television. Telia's approximately four million mobile customers will also have the opportunity to subscribe to Olympic news via SMS or MMS twice a day. A special Olympic icon will be launched on the Telia Go service for these services, which will feature an electronic Olympic flyer with the latest news from the games and a news archive with text, images and video clips.

"The Olympics are one of the biggest events in the world and we know that millions of Swedes will be following the progress of the Athens games in different ways," says Marie Ehrling, head of TeliaSonera Sweden. "That's why we think it is extra fun to offer our customers the chance to follow events on a day-to-day basis. We want as many subscribers as possible to have the opportunity to test and experience what the mobile Internet can offer today."

Customers can register to subscribe to Olympic game news as of July 20 and during the entire period the games take place, August 13-29, at the Telia Go service. Customers without the Telia Go service register by sending an SMS with the text message "OS" to 4466. The Olympic game services are free of charge in Sweden.

All Telia mobile customers can use the Olympic game services*, although usage will vary, depending on the type of handset they have and the network. Live broadcasts require a 3G-enabled handset. Telia Go functions on more than 70 mobile phone models. Those who already have one of these phones with a Telia subscription, or a Telia Refill prepaid card, can easily upgrade, free of charge, to Telia Go. All they have to do is send an SMS message with the text "Telia Go" to 4466 and follow the instructions they receive in the SMS messages that are automatically sent back from Telia.

Read more at www.telia.se/go

Free picture available on www.teliasonera.com please click "press"

For further information journalists can contact:

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TeliaSonera is the leading telecommunications company in the Nordic and Baltic regions. At the end of December 2003 TeliaSonera had 11,957,000 mobile customers (37,610,000 incl associated companies) and 8,061,000 fixed customers (9,160,000 incl associated companies) and 1,631,000 internet customers (1,691,000 incl associated companies). Outside the home markets TeliaSonera has extensive interests in the growth markets in Russia, Turkey and Eurasia. TeliaSonera is listed on the Stockholm Exchange, the Helsinki Exchanges and the Nasdaq Stock Market in the USA. Pro forma net sales January-December 2003 amounted to SEK 81.7 billion (EUR 9.01 billion). The number of employees was 26,694.