

## **Ericsson appoints new head of corporate communications**

**Ericsson today announced the appointment of Roland Klein as new Senior Vice President, Corporate Communications and member of the Corporate Executive Team as of March 1, 2000. Roland Klein will replace Lars A Stålberg who will retire at the end of next year.**

Roland Klein, 45, joins Ericsson from DaimlerChrysler where he has served as head of Global Corporate Media Relations. Roland Klein joined Daimler-Benz in 1992 as PR executive in charge of financial media. He was appointed Vice President Corporate Communications in 1998 to manage PR teams in the US and Germany after the merger with Chrysler.

Roland Klein is a trained journalist who has previously worked for Frankfurter Allgemeine Zeitung, Manager Magazin, a German business monthly, and for Börsen-Zeitung, the German Daily Stock Exchange Gazette as their London based financial markets editor. He also has been a columnist for various financial publications and a regular contributor to radio and TV programs on economic matters.

“As a successor to Lars A Stålberg, we were looking for someone with an international background and with a deep knowledge of cross-border PR and a sound expertise in financial markets,” says Kurt Hellström, President of Ericsson. “Roland Klein joins Ericsson at a time where his experience exactly matches the needs of our company.”

Roland Klein will be based in Ericsson’s corporate office in London with a small corporate communications management team. Corporate Communications covers Ericsson’s global activities regarding Internal, External Communications, Investor Relations and Public Affairs.

*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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### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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