

February 1, 2000

Cell Network appoints vice president

Per Tjernberg has been appointed Vice President and Chief Operating Officer (COO) of Cell Network AB, effective as of March 1, 2000. Corporate management is thus being further strengthened in conjunction with Cell Network's current phase of strong expansion. In his role as COO, Per Tjernberg will be responsible for leading Cell Network's daily operations.

"Per Tjernberg has documented, excellent leadership qualities and experience from both telecommunications and consulting. He is therefore extremely well qualified for leading operations during Cell Network's expansion phase," comments Marcus Bäcklund, President of Cell Network AB.

"Per Tjernberg will be an excellent complement to Marcus Bäcklund. We can now continue our international expansion efforts," says Jan Carlzon, Chairman of the Board of Cell Network AB.

Cell Network's executive management

Cell Network's executive management consists of president Marcus Bäcklund, vice president Per Tjernberg, financial director Håkan Juserius, manager of Nordic operations Jan Starrsjö, and manager of international operations Tom Buhl.

Biographical information on Per Tjernberg

Per Tjernberg has many years' experience from work with consulting firm Arthur D. Little. He comes most recently from Telia, where he was president of Telia Handel. Per Tjernberg has also been active as director of purchasing and as a member of Telia's executive management and has in-depth experience in merger and post merger management operations.

The Internet company Cell Network AB (publ) is listed on the OM Stockholm Stock Exchange's O-list and has international operations in Sweden, Norway, Denmark, France, Spain and United Kingdom. The Group is a leading Internet consulting company for business development based on new digital media and aims to be the European market leader. Customers include General Electric, Telia, Nokia, ABB, Volvo, Telenor, Renault, Saab, Banque Nationale de Paris, Ericsson, Braathens Malmö Aviation, Astra-Zeneca, Procordia, De norske Bokklubbene, Nationalencyklopedin, Svenskt Flyg, Bonnier, Torget (Swedish Post) and Electrolux Home. To subscribe to press releases online, visit www.huginonline.com.

For additional information, please call:

Cecilia Hellman, Corporate Communications, Cell Network AB (publ), +46 31 722 10 09 or +46 739 733 009

Arvid Liepe, Investor Relations, Cell Network AB (publ), +46 8 522 041 85 or +46 709 56 51 85

Marcus Bäcklund, Chief Executive Officer, Cell Network AB (publ) +46 8 522 041 08

Per Tjernberg, +46 706 23 62 75