

**Telia introduces low, leisure-time prices for mobile telephony
Cuts prices by up to 68 percent evenings and weekends**

On Saturday, Telia is to decrease mobile telephony prices for calls in the evenings and at weekends. Telia intends to encourage its customers to become more mobile by introducing a price cut of up to 68 percent, from SEK 2.50 per minute to SEK 0.80 per minute.

This price cut will affect approximately two million of Telia's mobile telephone customers. From Saturday, February 26 it will only cost 80 öre per minute to use your mobile in the evenings and at weekends. This price applies to calls from a mobile phone to the terrestrial network or to other Telia mobile customers.

"In the evenings and at weekends, when we are not sitting at our desks, then the mobile phone is a real alternative to the ordinary network. Quite simply, we want to afford more people the opportunity of using their mobiles after working hours" says Erik Hallberg, Marketing and Sales Director at Telia Mobile.

Telia hopes to promote the use of the mobile phone during leisure hours. It is hoped that this price cut will enable more people to make calls on their mobile phones whenever they want to - without the problems of high costs.

This price change covers all GSM mobile subscriptions from Telia, i.e. DOF, Mobitel Volym, Mobitel Pott, Refill, Mobitel Pott Bonus and Mobitel Volym Bonus.

For more information please visit www.mobitel.telia.com.

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