

## Press Release

November 27, 2006

### TeliaSonera principal sponsor of the Eurovision Song Contest 2007

**TeliaSonera will be the principal sponsor and presenting partner of the Eurovision Song Contest (ESC) 2007 in Helsinki. TeliaSonera has been granted extensive pan-European event, association, media and new media rights for the upcoming events.**

- We are proud to be the principal sponsor and presenting partner of the ESC, says Juho Lipsanen, president TeliaSonera Finland. Especially after the Finnish victory in 2006 this is a great opportunity to benefit from the attention surrounding such a large international event.
- We hope that our marketing activities and our experiences from large-scale and technically challenging events will help build an extraordinary event which will be appreciated by the public, continues Juho Lipsanen. Over the last four years we have noticed the growing customer demand regarding music via broadband and mobile services. To further meet this demand TeliaSonera now makes it possible for Eurovision Song Contest Fans to participate digitally in the greatest music party in 2007.

The 52<sup>nd</sup> Song Contest will be hosted in Helsinki by the Finnish National Broadcaster YLE and will include two live televised shows in one week: the Semi-Final on May 10 and the Final on May 12 2007. In 2006 the Finnish group Lordi won the ESC in Athens.

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**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 2005 TeliaSonera had 19,146,000 mobile customers (69,887,000 incl associated companies) and 7,064,000 fixed telephony customers (7,688,000 incl associated companies) and 2,263,000 internet customers (2,331,000 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 Stock Exchange and the Helsinki Stock Exchange. Net sales January-December 2005 amounted to SEK 87.7 billion. The number of employees was 28,175.