

Press release

September 14, 2000

Telia broadens offering of interactive online games

Telia can now offer customers access to more online games through its broadband service thanks to a new cooperation agreement between Telia e-bolaget and the U.S. interactive entertainment software company Electronic Arts. “The Sims”, “EURO 2000” and “Populous: the beginning” are some of the new best-selling titles that will be added to the range.

Telia already has agreements with game providers Microsoft and Vision Park. The new collaboration with Electronic Arts adds several new titles to “Telia Games On Demand”, an online service offering the latest interactive games, as well as classic entertainment favorites.

Telia Games On Demand is an extra feature that can be ordered by subscribers of Telia’s broadband service, which is now being introduced in Sweden. In the service, subscribers pay a rental fee at the start of each playing hour.*

“The new agreement with Electronic Arts represents an important step in our broadband initiative for customers. Electronic Arts’ interactive games fit excellently with our goal to offer customers exciting content of high quality,” commented Karin Moberg, President of Telia e-bolaget, in a statement about the agreement.

“We are sure that our broad product range will satisfy the many different tastes of Telia’s broadband customers,” says Peter Levin, President of Electronic Arts Nordic.

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** Games are currently divided into three price categories in Sweden. Depending on the game, SEK 19, 24 and 29 are charged at the start of each playing hour, including Value Added Tax (25%).*

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