

## Press Release

July 8, 2008

### **Telia announce Apple iPhone 3G availability in Sweden -**

iPhone 3G available Friday July 11 at 00:00:01 in Stockholm, Gothenburg and Malmö

**Telia today announced that Apple's highly anticipated iPhone 3G will be sold from 00:00:01 AM on Friday July 11 at Telia's flagship stores in Stockholm, Gothenburg and Malmö as well as on the web via [www.telia.se/iphone](http://www.telia.se/iphone). To celebrate the launch, Telia will provide refreshment and entertainment to those waiting for the doors to be opened after midnight.**

iPhone 3G combines all the revolutionary features of iPhone with 3G networking that is twice as fast\* as the first generation iPhone, with built-in GPS for expanded location based mobile services, and iPhone 2.0 software which includes support for Microsoft Exchange ActiveSync and runs the hundreds of third party applications already built with the recently released iPhone SDK.

"We know that there is great demand for iPhone 3G in Sweden and Telia's stores are geared up for our biggest product launch ever! We are excited to offer our customers the opportunity to purchase iPhone 3G on-line and in selected stores at one minute past midnight on the morning of July 11," said Håkan Dahlström, Head of Mobility Services Sweden in TeliaSonera AB. "We are very happy to be part of the global launch of iPhone 3G and we want this to be a special event for our customers."

From 00:00:01 AM until 03:00 AM it will be possible to buy iPhone 3G in the following stores

in Stockholm:	Telia's flagship store at Kungsgatan 36
in Gothenburg:	Telia's flagship store at Kungssportsplatsen 2
in Malmö:	Telia's flagship store at Södra Förstadsgatan 7

The sales of iPhone 3G will also start online at [www.telia.se/iphone](http://www.telia.se/iphone) at the same time as in the above mentioned flagship stores.

Apple's iPhone 3G will be available later in the day at 10:00 AM on Friday July 11 in all Telia's stores across Sweden. To date, more than 50,000 people have registered their interest in iPhone 3G on [telia.se/iphone](http://telia.se/iphone).

\*Based on 3G and EDGE testing. Actual speeds vary by site conditions.

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**For further information journalists can contact:  
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TeliaSonera provides telecommunication services in the Nordic and Baltic countries, in Spain and the emerging markets of Eurasia, including Russia and Turkey. We are the leading European provider of quality cross-border voice, IP and capacity services, provided through our wholly-owned international carrier network. In 2007, TeliaSonera's net sales amounted to SEK 96 billion, and at the end of December 2007 the total number of subscriptions exceeded 114 million in 18 countries. The TeliaSonera share is listed on the Stockholm Stock Exchange and the Helsinki Stock Exchange, and the company is included in the Dow Jones Sustainability Index. Simplicity and service are important tools for us in creating profitable growth and value for our customers and shareholders. Read more at [www.teliasonera.com](http://www.teliasonera.com)