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PRESS RELEASE

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Ericsson appoints Mr. Ola Elmeland to the Board of Directors of TrustLink

Mr. Ola Elmeland, Ericsson VP Marketing for Market Unit Nordic and Baltic, has been appointed as Ericsson's (ERICY) representative to the board of directors of TrustLink (UK) Ltd., the holding company of the TrustLink Group.

"This appointment comes at a time when the market is finally getting ready to adopt mobile business applications. After three years of R&D, TrustLink is now focusing on bringing its leading technology to ERP- and CRM-system vendors that require mobile business application platforms to support mobile professionals - mainly field service technicians and salesmen. Mr. Elmeland, with his current position and relevant background, adds valuable market insight and experience from the telecom industry that will be a great benefit to TrustLink.", says Lars Bergström, Chairman of TrustLink.

"With mobile operators providing GPRS in their networks, mobile phones and PDAs interacting over Bluetooth, and MMS around the corner, not only will we see how mobile professionals become more efficient, we will also see how mobile operators add value to their corporate clients by bringing them business applications that use the latest in mobile technology, but still run on clients' existing business systems. TrustLink has a very interesting niche, and I look forward to joining them in their strategic work.", says Ola Elmeland.

About TrustLink

TrustLink is a developer of mobile business application platforms and mobile Internet enabling technologies. In the market for mobile business applications, TrustLink acts as technology partner and supplier to established ERP-, and CRM-system vendors. Ericsson is the largest owner, and has two representatives on the board of directors.

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