

Press Release

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Top Ten – Sony Ericsson and mobile broadband dominate

Six mobiles from Sony Ericsson are on the Top Ten List of best-selling mobile phones in Telia's retail stores during November. Four of the phones are 3G handsets. Mobile broadband continues to be the best seller, which is why USB modems captured first place. Nokia is on the list with three mobiles.

Two newcomers entered the month's Top Ten List – the Nokia 5310 and Sony Ericsson W910i. Eight out of nine mobiles on the list can be used as a music player, e-mail machine and camera. Mobile broadband and USB modems have remained No.1 on the Top Ten List for six straight months.

| November ranking | Oct. Ranking | Handset Model | Note |
|------------------|--------------|---------------------|----------------------------|
| 1 | 1 | USB modem | 3G, PC |
| 2 | 2 | Nokia 6085 | SP, K, Mp3, @, WLM |
| 3 | 3 | Nokia 1110i | |
| 4 | 6 | Sony Ericsson K850i | SP, K, 3G, Mp3, @, TN |
| 5 | 4 | Sony Ericsson K810i | SP, K, 3G, Mp3, @, TN, WLM |
| 6 | 5 | Sony Ericsson P1i | SP, K, 3G, Mp3, @, TN |
| 7 | 7 | Sony Ericsson K550i | SP, K, Mp3, @, TN, WLM |
| 8 | NEW | Sony Ericsson W910i | SP, K, 3G, Mp3, @, TN, WLM |
| 9 | 8 | Sony Ericsson W580i | SP, K, Mp3, @, TN, WLM |
| 10 | NEW | Nokia 5310 | SP, K, Mp3, @, TN, WLM |

Explanation for abbreviations under Note: SP – sold with preconfigured Telia SurfPort subscription; K – with built-in camera; 3G – for both GSM and 3G networks; Mp3 – with built-in Mp3 music player; @ – with built-in e-mail reader; TN – can be used with Telia Navigator; WLM – supports the Windows Live Messenger service; PC – PC card/USB modem for computers.

Statistics are based on sales in 80 Telia retail stores in Sweden. At the end of November, Telia opened its seasonal retail outlets in Åre and Sälen. The stores are open at these resorts for the winter skiing season. Telia has the largest retail chain in Sweden for telecom products and is one of the biggest resellers of mobile phones in the country.

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