

Stockholm July 4th 2008

PRESS RELEASE

Prestigious international prize to AR 2.0 – the digital annual report

The International Business Awards, IBA, has awarded TeliaSonera's digital annual report 2007 this year's winner in the category Best Annual Report Online. The annual report has been produced by Hallvarsson & Halvarsson through the company's own developed format AR 2.0.

"We are very proud that this prestigious award has been given to one of our clients and we see it as an acknowledgement that our concept of how a informative product as an annual report can be presented in an attractive way on the Web", says Martin Petersson CEO of Hallvarsson & Halvarsson.

Hallvarsson & Halvarsson has over the past ten years been one of Europe's leading innovators in regards to corporate websites. The importance of the Web as a platform for financial communication is also increasing in a accelerating pace, as new solutions create greater flexibility and simplifies

- Adjusting information to different target groups and needs
- A greater spread of the important messages of the company
- Increasing the availability through pedagogy and interactivity in communication with the company's target groups

AR 2.0 is an example of such a solution and offers an easy to read and user friendly product with superior features enabling each individual to make their own analysis. In addition the digital annual report represents environmental gains in comparison to a printed product which is distributed in a traditional way.

"H&H have during many years dedicated large resources in developing services that combine our knowledge within financial communication and communication online. IBA's prize spurs us to increase the investment further in order to improve our services and help our clients to use the web successfully as a platform for their financial communication", says Martin Petersson.

International Business Awards, IBA, was founded in 2003 by the American Stevie Awards and is regarded as one of the world's leading international corporate prizes covering a number of categories, from communication/PR to production and leadership. Apart from the first prize awarded to TeliaSonera three additional assignments of H&H were finalists. Cybercom in the category Best Annual Report Online, and Swedish Match and Securitas in other categories. In 2004 H&H was awarded first prize for the design of Swedish Match's website.

Please address further questions to

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TeliaSonera's annual report:

http://www.teliasonera.com/investor_relations/shareholder_information/financial_year_2007

Hallvarsson & Halvarsson supports companies and organisations in creating value by developing communication services that provide understanding and build confidence. H&H works with strategic communication consultancy and production for both print and the web – for example annual reports and corporate websites. We have many years experience within areas such as Financial Communication, Media, Crisis Management, Investor Relations, Web Consultancy, CSR and Public Affairs. We have over 100 employees with both profound and extensive knowledge. More information can be found at www.halvarsson.se