## **TeliaSonera**

### **Press Release**

July 15, 2009

# The Swedish Hockey League signs media distribution service including Web-TV agreement with TeliaSonera

TeliaSonera International Carrier has signed a deal with the Swedish Hockey League, organizer of the top hockey league "Elitserien" to deliver and launch a new media distribution service consisting of a unique content publishing platform for Web-TV.

TeliaSonera International Carrier will provide the technical platform that makes it possible for all hockey clubs in Sweden to access TeliaSonera International Carrier total range of media portfolio.

"We are very confident that with the combination of the TeliaSonera International Carrier global media network and our publishing platform we will offer the Swedish Hockey League a wide range of portfolio of services comprising live streaming, download, video-on-demand and secure storage" says Malin Frenning, President of TeliaSonera International Carrier.

The publishing platform service is complementary to TeliaSonera International Carrier's fibre based contribution network designed for the transport of real-time, broadcast quality video content. The ambition is to expand globally not only including the Swedish clubs but also the international ones.

"Broadband video is growing fast and more companies, organizations and end-users publish video content on the Internet. Our solutions make it easy for anyone to publish broadband video. Thanks to our platform and infrastructure it is now possible for the Swedish hockey clubs and their supporters to communicate with each other, in a way that has not been possible before", says Malin Frenning.

"The hockey clubs in Sweden are already on the forefront of web—TV and with this agreement we can continue to develop both nationally and internationally and offer our hockey fans high quality entertainment from Elitserien", says Erik Strandmark, responsible for media rights at Svenska Hockeyligan.

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#### For further information journalists can contact: The TeliaSonera Press Office, +46-(0)8-713 58 30

TeliaSonera provides telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain. We are the leading European provider of quality cross-border voice, IP and capacity services, provided through our wholly-owned international carrier network. In 2008, TeliaSonera's net sales amounted to SEK 104 billion, and at the end of December 2008 the total number of subscriptions was 135 million in 20 countries. The TeliaSonera share is listed on NASDAQ OMX Stockholm and NASDAQ OMX Helsinki. Simplicity and service are important tools for us in creating profitable growth and value for our customers and shareholders. Read more at <a href="https://www.teliasonera.com">www.teliasonera.com</a>

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#### **Forward-Looking Statements**

Statements made in the press release relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of TeliaSonera.

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