

PRESS RELEASE

February 14, 2013



INTERCONNECTION SOLUTIONS RENAMED ICONECTIV

- The Interconnection business, formerly, Telcordia Interconnection Solutions, renamed as iconectiv
- The business will operate from today under the iconectiv brand

Ericsson (NASDAQ: ERIC) today launched iconectiv as the new brand for its Interconnection business. Starting today, the Interconnection business transfers to a new brand to promote and strengthen its business identity and support its portfolio including number portability clearinghouses, mobile messaging services, anti-theft device registries, spectrum management databases and the Common Language product line.

For more information about iconectiv, visit www.iconectiv.com

NOTES TO EDITORS

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

Ericsson is the world's leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today more than 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscribers.

We operate in 180 countries and employ more than 100,000 people. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2011 the company's net sales were SEK 226.9 billion (USD 35.0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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