

## **ERICSSON PARTNERS WITH BRIGHTSTAR CORP. TO BRING FIXED WIRELESS TERMINALS TO THE NORTH AMERICAN MARKET**

*Product Provides Voice, Broadband & Fax to Rural Homes & Offices Without Need for Landline or Cable*

**December 20, 2007 –LIBERTYVILLE, IL** - Ericsson (NASDAQ:ERIC), the world's leading telecommunications supplier, announced it has appointed Brightstar, a global leader in customized distribution and supply chain solutions, to sell, customize and distribute its Fixed Wireless Terminal (FWT) solutions in North America. The FWT product allows homes, small businesses and other companies access to high speed data, voice and fax anywhere a WCDMA/HSPA mobile network infrastructure is available.

Ericsson's Fixed Wireless Terminal is considered a superior solution for providing fixed voice, data and fax services to areas with no fixed infrastructure in a cost efficient way, utilizing existing cellular networks. Due to the Terminal's low cost, simple integrated design that enables fast and flexible deployment, together with low maintenance cost, it is an ideal Fixed Wireless Solution.

With the Terminal, users can facilitate several devices in parallel – a landline phone, a fax machine and high-speed internet access via a WiFi signal. Additionally, with Fixed Wireless Terminals enterprises can benefit from substantial cost savings using Least Cost Routing (LCR), turning fixed-to-mobile calls into mobile-to-mobile calls.

"This is Brightstar's first opportunity to work with Ericsson and we are excited to enter into this relationship via such a revolutionary device as the Fixed Wireless Terminal," said Mike Cost, president & COO of Brightstar US. "Brightstar has succeeded by partnering with manufacturers of the latest in cutting-edge wireless technology and we look forward to doing the same with Ericsson."

Brightstar will be the first to distribute the product. According to the contract, Brightstar will provide sales, distribution, customization and logistics services for the devices. Brightstar will sell the solution to network operators, enterprises and VARS to gain a wide distribution network for the Ericsson product.

"Full Service Broadband has become a necessity for small enterprises and residential users alike and the Fixed Wireless Terminals provides a simple, cost-effective way to deliver it to the device of their choice," said Rosemary Wilkie, Vice President, Enterprise, North America. "We are excited to be working with a proven partner like Brightstar Corp. as we introduce this cost-saving solution to the North American market."

Brightstar will manage SIM chip bundling and prebuilt installation packages for enterprises, enabling rapid deployment and onsite installation. The fixed wireless terminals are commercially available now.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is

helping to create the most powerful communication companies in the world.

**About Ericsson's Fixed Wireless Terminal (FWT)**

Ericsson's Fixed Wireless Terminals for WCDMA/HSDPA networks offer a cost efficient wireless alternative to fixed broadband. This enables users to gain access to high speed broadband services without being limited by the availability of wireline infrastructure. It is the ideal solution for providing broadband, using widely deployed 3G networks, to small- or medium-sized offices, home offices and residential users. Installation at the customer's premises is quick and easy and a single terminal provides simultaneous data access for multiple users. For more information, visit [http://www.ericsson.com/solutions/enterprise/products/fixed\\_wireless\\_terminals.shtml](http://www.ericsson.com/solutions/enterprise/products/fixed_wireless_terminals.shtml)

**About Brightstar Corp.**

Brightstar Corp. is a global leader in customized distribution and supply chain solutions for the wireless industry. With global headquarters in Miami, FL, Brightstar operates sales, distribution and manufacturing facilities in 50 countries on six continents. The company provides solutions to more than 30,000 network operators, MVNOs, retailers, resellers and independent agents around the world, and also represents the world's leading wireless manufacturers. In 2006, Brightstar generated \$3.6 billion in revenue. For more information, visit [www.brightstarcorp.com](http://www.brightstarcorp.com).

Read more at <http://www.ericsson.com>

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