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A new technology shift: Today Tele2 launches 4G in Sweden! **- Faster mobile broadband network opens in the major cities**

Today Tele2 launches 4G, the next-generation mobile network, in Stockholm, Gothenburg, Malmö and Karlskrona. The new faster network offers speeds up to 80 Mbps, which is 10 times faster than today's turbo-3G networks.

With 4G, customers can easily use more interactive and capacity-intensive media such as playing online games or streaming TV and film with good quality. For companies, it is easier to work with applications such as videoconferencing and heavy files in the same way as with the fixed ADSL connection.

- "Today is a great day as we open the 4G network in the major cities of Sweden while the roll-out continues at a rapid pace all over the country. More and more people cut fixed telephony at home to become mobile. The same development will happen on the fixed broadband market with the 4G technology. Today we are proud to open the doors to what will be Sweden's most comprehensive 4G network," says Niclas Palmstierna, CEO of Tele2 Sweden.

Surveys including one conducted by SIFO, shows that the interest in 4G is high since one out of three Swedes and every third company will buy 4G within the next year. The survey is confirmed by a test pilot in which around twenty people have used 4G as their primary connection. 4G is perceived as a viable alternative to fixed ADSL internet access and provides a mobile sense of freedom.

- "Faster mobile connections allow our customers to do all the things they are used to doing via the fixed ADSL connection but through the 4G network," comments Niclas Palmstierna.

4G subscriptions are available today in the Tele2 stores and online at tele2.se.

The roll-out of 4G continues so in 2011 many of Sweden's cities will be covered by 4G. The goal is to cover 99% of the population with 4G by the end of 2012.

Roll-out plan for January-March 2011

Gotland, Helsingborg, Jönköping, Knivsta, Lidingö, Linköping, Norrköping, Nyköping, Trelleborg, Uppsala, Vellinge.

Roll-out plan for 2011

Alingsås, Alvesta, Aneby, Arboga, Arvika, Avesta, Bengtsfors, Berg, Bjurholm, Bjuv, Bollebygd, Borgholm, Borlänge, Borås, Bromölla, Bräcke, Båstad, Dals-Ed, Dorotea, Eda, Ekerö, Eksjö, Emmaboda, Enköping, Eskilstuna, Eslöv, Essunga, Fagersta, Falkenberg, Falköping, Falun, Filipstad, Finspång, Forshaga, Färgelanda, Gislaved, Gnosjö, Grums, Grästorp, Gullspång, Gävle, Götene, Habo, Hagfors, Hallstahammar,

Halmstad, Hammarö, Hedemora, Helsingborg, Herrljunga, Hjo, Hudiksvall, Hultsfred, Hylte, Håbo, Härjedalen, Härnösand, Hässleholm, Höganäs, Högsby, Hörby, Kalmar, Karlsborg, Karlshamn, Karlskoga, Karlskrona, Karlstad, Katrineholm, Kil, Kiruna, Klippan, Kramfors, Kristianstad, Kristinehamn, Krokomb, Kumla, Kungsbacka, Kävlinge, Köping, Laholm, Landskrona, Leksand, Lessebo, Lidköping, Lilla Edet, Ljungby, Ljusdal, Ludvika, Luleå, Lycksele, Lysekil, Malung, Mark, Markaryd, Mellerud, Mjölby, Mora, Motala, Mullsjö, Munkedal, Munkfors, Mönsterås, Mörbylånga, Nordmaling, Norrtälje, Nybro, Nynäshamn, Nässjö, Olofström, Orust, Osby, Oskarshamn, Oxelösund, Perstorp, Piteå, Ragunda, Robertsfors, Ronneby, Sala, Salem, Sandviken, Simrishamn, Sjöbo, Skara, Skellefteå, Skurup, Skövde, Sollefteå, Sotenäs, Staffanstorp, Stenungsund, Storfors, Storuman, Strängnäs, Strömstad, Strömsund, Sundsvall, Sunne, Svalöv, Svedala, Svenljunga, Säffle, Sävsjö, Söderhamn, Södertälje, Sölvesborg, Tanum, Tibro, Tidaholm, Timrå, Tingsryd, Tjörn, Tomelilla, Torsby, Torsås, Tranemo, Tranås, Trollhättan, Trosa, Tyresö, Töreboda, Uddevalla, Ulricehamn, Upplands-Bro, Upplands-Väsby, Vaggeryd, Vallentuna, Vara, Varberg, Vaxholm, Vetlanda, Vilhelmina, Vimmerby, Vårgårda, Vänersborg, Vännäs, Värmdö, Värnamo, Västervik, Västerås, Växjö, Ystad, Åmål, Ånge, Åre, Årjäng, Åstorp, Älmhult, Älvdalen, Ängelholm, Ödeshög, Örebro, Örkeljunga, Örnsköldsvik, Östersund, Österåker, Östra Göinge.

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Tele2 is one of Europe 's leading telecom OPERATORS, always providing the best deal. We have 30 million customers in 11 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services, cable TV and content services. Ever since Jan Stenbeck founded the company in 1993, it has been a tough challenger to the former government monopolies and other established providers. Tele2 has been listed on the NASDAQ OMX Stockholm since 1996. In 2009, we had net sales of SEK 39.5 billion and reported an operating profit (EBITDA) of SEK 9.4 billion.
