



Press Release
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Tele2 Sweden launches iPhone 4

Stockholm - Tele2 AB, ("Tele2"), (Stockholm Stock Exchange: TEL2 A and TEL2 B), announced today that Tele2 Sweden will launch iPhone 4, the thinnest smartphone in the world with the highest resolution display ever built into a phone, in Sweden in the coming weeks.

For further information or to register interest, please visit <http://www.tele2.se/iphone>.

For more information on iPhone 4 please visit <http://www.apple.com/iphone>.

Further information can be obtained from:

Lars Torstensson, Investor Inquiries, Telephone: +46 702 73 48 79

Pernilla Oldmark, Press Inquiries, Tel: +46 704 26 45 45

TELE2 IS ONE OF EUROPE'S LEADING TELECOM OPERATORS, ALWAYS PROVIDING THE BEST DEAL. We have 28 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.