



Press Release
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Tele2 appoints Niklas Sonkin as new Executive Vice president and Market Area Director for Central Europe

Stockholm - Tele2 AB, ("Tele2"), (OMX Nordic Exchange: TEL2 A and TEL2 B), announced today that Niklas Sonkin has been appointed new Executive Vice President and Market Area Director Central Europe.

Niklas Sonkin has a strong industry background from his roles as Chief Strategy Officer and Director of Business to Business, Product Development and Management at Wataniya Telecom. He has also held senior positions at TeliaSonera AB, Sonera Corporation, and Telecom Finland.

Harri Koponen, President and CEO of Tele2, comments: "I am very pleased to announce the appointment of Niklas Sonkin as new Executive Vice President and Market Area Director Central Europe. His solid experience from emerging markets will be a very important asset for Tele2, as we will continue to develop our operations in the Baltic regions as well as in Croatia."

Further information can be obtained from:

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Tele2 is one of Europe's leading alternative telecom operators. Tele2's mission is to provide price-leading and easy- to-use communication services. Tele2 always strives to offer the market's best prices. We have 24 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 OMX Nordic Exchange since 1996. In 2008, we had net sales of SEK 39.5 billion and reported an operating profit (EBITDA) of SEK 8.2 billion. For more information, visit www.tele2.com.