



FOR IMMEDIATE RELEASE

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TELE2 LAUNCHES FIXED LINE OPERATION IN BELGIUM

New York and Stockholm– January 14, 2003 - Tele2 AB (“Tele2”, “the Group”) (Nasdaq Stock Market: TLTOA and TLTOB and Stockholmsbörsen: TEL2A and TEL2B), the leading alternative pan-European telecommunications company, is pleased to announce the launch of fixed line telephony services in Belgium from 15 January 2003.

Lars-Johan Jarnheimer, President and CEO of Tele2 AB commented: “Belgian consumers will now be able to benefit from the characteristically low prices and simple tariff structure offered by Tele2. We are confident that the Belgian operation will quickly replicate the success of our other fixed line operations in Europe.”

Tele2 AB, formed in 1993, is the leading alternative pan-European telecommunications company offering fixed and mobile telephony, data network and Internet services under the brands Tele2, Tango and Comviq to 16.5 million people in 21 countries. Tele2 operates Datametrix, which specializes in systems integration, 3C Communications, operating public pay telephones and public Internet services; Transac, providing billing and transaction processing service; C³, offering co-branded pre-paid calling cards and Optimal Telecom, the price-guaranteed residential router device. The Group offers cable television services under the Kabelvision brand name and together with MTG, owns the Internet portal Everyday.com. The Company is listed on the Stockholmsbörsen, under TEL2A and TEL2B, and on the Nasdaq Stock Market under TLTOA and TLTOB.

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