



FOR IMMEDIATE RELEASE

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TELE2 LAUNCHES HIGH SPEED ADSL IN BELGIUM

Stockholm – Tele2 AB, (“Tele2”), (Stockholmsbörsen: TEL2A and TEL2B), the leading alternative pan-European telecommunications company today announced that it is launching high speed ADSL services in Belgium, with the lowest price in the market.

In the two years since launching fixed line services in Belgium, Tele2 has rapidly asserted itself as one of the incumbent’s primary competitors. Belgian consumers can now take advantage of Tele’s low priced ADSL offer in the same way they have benefited from Tele2’s fixed line and dial-up Internet services.

Tele2’s ADSL package gives customers a speed of 4 Mbps at a price that is 25% cheaper than the corresponding offer from the incumbent. In addition, customers taking this offer will also be able to make unlimited telephone calls to national fixed numbers after 17:00 and during the weekend.

Lars-Johan Jarnheimer, CEO of Tele2 said; “The Belgian market has proven to be very successful for us in the two years since we launched services there. I am delighted we are taking this next step and giving Belgian customers the opportunity to have high speed ADSL access at a very low price. Belgium becomes the tenth country in Western Europe where Tele2 offers ADSL services.”

Tele2 is Europe’s leading alternative telecom operator. Tele2 always strives to offer the market’s best prices. With our unique values, we provide cheap and simple telecom for all Europeans every day. We have 29.4 million customers in 25 countries. We offer products and services in fixed and mobile telephony, Internet access, data networks, cable TV and content services. Our main competitors are the former government monopolies. Tele2 was founded in 1993 by Jan Stenbeck and has been listed on Stockholmsbörsen since 1996. In 2004 we had operating revenue of SEK 43 billion and reported a profit (EBITDA) of SEK 6.6 billion.

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