



Press Release
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New Board Candidate to Tele2 Board of Directors

Stockholm - Ahead of the Annual General Meeting on May 14, 2008, the Nomination Committee of Tele2 AB, ("Tele2"), (Stockholm Stock Exchange: TEL2 A and TEL2 B), today announced that it proposes the re-election of Mia Brunell Livfors, Vigo Carlund, John Hepburn, Mike Parton, John Shakeshaft, Cristina Stenbeck and Pelle Törnberg as Board Directors. The Committee also proposes the election of Jere Calmes as a new Board member.

Jere Calmes is currently President of Pharmacy Chain 36.6, a leading Russian health & beauty retailer, and CEO of its Management Company having joined the organisation in 2007. Previously, Jere Calmes was Chief Operating Officer at Wind Telecomunicazioni S.p.A., a telecom operator in Italy. Before that he was Executive Vice President and General Manager at VimpelCom, a leading telecommunications operator in Russia and the CIS. Between 1995 and 2001 Jere Calmes held various senior positions within Motorola in London, Cairo and St. Petersburg. Jere Calmes speaks fluent Russian.

The Chairman of the Nomination Committee of Tele2, Cristina Stenbeck, commented:

"It is always a pleasure to identify and manage to recruit such a talented and qualified Board Director as Jere Calmes to Tele2. Mr. Calmes has a strong background in telecommunications and retail sales and marketing from Russia and Europe. In his senior management positions at Wind and VimpelCom, Mr. Calmes encountered Tele2 in the marketplace as a competitor and therefore has valuable insight into Tele2's positioning. Today as President of Pharmacy Chain 36.6, he brings key perspectives on consumer behaviour trends and distribution from Russia, a market of great importance to Tele2. In addition, Mr. Calmes' financial expertise and local market knowledge make him a key member of the Board in its pursuit of continued profitable growth for the business."

Further information can be obtained from:

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Tele2 is one of Europe's leading telecom operators. Tele2's mission is to provide cheap and simple telecoms. Tele2 always strives to offer the market's best prices. We have 25 million customers in 15 countries. Tele2 offers fixed and mobile telephony, broadband, 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 2007, we had an operating revenue of SEK 43.4 billion and reported an operating profit (EBITDA) of SEK 6.6 billion. Please visit us at www.tele2.com.