



Press Release
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Niclas Palmstierna, Market Area Director Nordic and CEO of Tele2 Sweden, to leave Tele2

Stockholm - Tele2 AB, ("Tele2"), (Stockholm Stock Exchange: TEL2 A and TEL2 B), today announced that Niclas Palmstierna will be leaving the company after 12.5 years.

Mats Granryd, President and CEO of Tele2 comments: "I would like to thank Niclas for his extraordinary contribution to Tele2 and his commitment to the long-term positive development of the Nordic business. I really appreciate his steady focus on the key drivers of the business and find that his consistent support on challenging issues has made all the difference to effective decision making."

Niclas Palmstierna commented: "After 12.5 incredible years within Tele2 and the Group, it is time for new challenges. It has been a fantastic journey and I am proud of what we have achieved and I would suggest our competitors to continue to watch out for the black sheep."

Niclas Palmstierna will stay until May 1, 2011, which will allow for an effective recruiting process to find the best-suited candidate to replace him.

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TELE2 IS ONE OF EUROPE'S LEADING TELECOM OPERATORS, ALWAYS PROVIDING THE BEST DEAL. We have 31 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 2010, we had net sales of SEK 40.2 billion and reported an operating profit (EBITDA) of SEK 10.3 billion.