



FOR IMMEDIATE RELEASE

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TELE2 LAUNCHES FIXED LINE OPERATIONS IN HUNGARY

New York and Stockholm – Tele2 AB, (“Tele2”), (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 residential fixed line services in Hungary.

Lars-Johan Jarnheimer, CEO of Tele2 said; “Hungarian consumers will now be able to benefit from the low prices and simple tariff structure offered by Tele2. We are confident that the Hungarian operation quickly will replicate the success of our other fixed line operations across Europe.”

Tele2 is Europe’s leading and profitable alternative telecom operator. With our unique values, we provide cheap and simple telecom for all Europeans every day. We have over 22 million customers in 24 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. The share has also been listed on Nasdaq since 1997. In 2003 we had net sales of SEK 36,911 million and reported a profit of SEK 5,710 million (EBITDA). Tele2 always strives to offer the market’s best prices.

CONTACTS

Lars-Johan Jarnheimer
President and CEO, Tele2 AB

Telephone: + 46 8 562 640 00

Håkan Zadler
CFO, Tele2 AB

Telephone: + 46 8 562 640 00

Dwayne Taylor
Lena Glader
Investor enquiries

Telephone: + 44 20 7321 5038

Telephone: + 46 8 562 000 45

Visit us at our homepage: <http://www.Tele2.com>