



FOR IMMEDIATE RELEASE

March 9, 2004

TELE2 BOARD ANNOUNCEMENT

New York and Stockholm – March 9, 2004 – It is with great sadness that Tele2 AB announces that its Board Member, Mr. Håkan Ledin, has passed away at the age of 66 years.

Mr. Håkan Ledin died peacefully in Stockholm after a long illness. He provided great service to Tele2 for many years contributing to the success of the Group. He had been a member of the Board of Tele2 since 1994.

Mr. Sven Hagströmer, Chairman of Tele2, said: “The Board wishes to pass on its sympathies to Håkan’s family and to say that his contribution will be greatly missed. A decision on his replacement will be made in due course.”

Tele2 AB, formed in 1993, is the leading profitable alternative pan-European telecommunications company offering fixed and mobile telephony, data network and Internet services under the brands Tele2, Tango and Comviq to 22.3 million people in 23 countries. Tele2 operates Datametrix, which specializes in systems integration, 3C Communications, providing integrated credit card processing, web payment solutions and public payphones; 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 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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