



Sony Ericsson Media and Analyst Conference Call – Business Update

Hosted by Miles Flint, President of Sony Ericsson Mobile Communications and Jan Wareby, Corporate Executive Vice President of Sony Ericsson Mobile Communications

Schedule:

October 17, 2005 (following Q3 Results)
8:30 am UK time (UK time)
9:30 am Central European time (CET)
3:30 am Eastern Time US (EST)
4:30 pm Japan time (JST)

A live webcast of the conference call will be available at:

www.sonyericsson.com/press
www.ericsson.com/investors and www.ericsson.com/press
www.sony.net/IR

The archived webcast will be available approximately 1 hour after the completion of the conference call.

CALL-IN NUMBERS:

UK & Europe: +44 20 7784 1017

Sweden: +46 8 5876 9445

US: +1 718 354 1158

Japan: +81 3 357 08242

REPLAY:

A replay of the conference call will be available approximately 1 hour after the completion of the conference call until 22 October, 11:00 pm (UK time).

UK & Europe: +44 20 7784 1024

Sweden: +46 8 5876 9441

US: +1 718 354 1112

Japan: +81 3 357 08212

Replay access code: 8561447#

FOR FURTHER INFORMATION:

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