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## PRESS RELEASE

### **Ericsson, Zain and Earth Institute announce deliverables to Millennium Villages in Kenya, Uganda and Tanzania**

**Ericsson, Zain and Earth Institute today announced the provision of mobile telecommunications to the Millennium Villages of Dertu, Kenya, Ruhiira, Uganda and Mbola, Tanzania.**

In September 2007, Ericsson, Zain and the Earth Institute at Columbia University announced a partnership to provide telecommunications connectivity to the Millennium Villages project. This partnership is designed to bring mobile communication and the internet access for the first time to approximately 400,000 people in remote villages in 10 African countries where the project is working.

As the dominant telecom supplier in Africa, Ericsson tapped relationships with African operators, including Zain and its subsidiary Celtel, in order to develop a comprehensive end-to-end telecommunication strategy in the villages and to drive mobile phone connectivity and coverage build-out to selected areas.

Carl-Henric Svanberg, CEO and President, Ericsson, says: "The Millennium Village project provides us with a unique ecosystem to demonstrate the benefits of voice and Internet. We believe the uptake of mobile services could go even quicker than anticipated in this environment, as the need for even basic services is so much greater. The project is one concrete example where we are actualizing our commitment to the MDGs, while at the same time stimulating positive business impacts and opening new markets in remote parts of rural Africa. "

Chris Gabriel, CEO of Celtel, Zain says: "We want to make life better for people across this vast continent. By bringing modern telecommunications to remote villages in Africa including internet access we will see how mobile communications can play a key role in helping improve the quality of life for people even in the some of the least developed parts of the world."

Jeffrey Sachs, Special Advisor to the United Nations Secretary-General and Director of Columbia University's Earth Institute, says: "Mobile communication is perhaps the single most transformative technology for rural African villages to improve access to health care and education, create new business opportunities and access to markets, and ultimately to help eradicate extreme poverty. We are excited by the tremendous opportunities which mobile phones make possible in every kind of community and economic activity – ranging from pastoralists and farmers, to traders, health workers and teachers."

In Kenya, Ericsson and Zain have installed a temporary mobile network, bringing mobile communication to the 5,000 people in Dertu for the first time ever. In this remote, pastoral and nomadic society, basic voice and data communication will be enabled over an EDGE network, and this will include the introduction of mobile phones for health services. New mobile phone applications for health care and for livestock management are being piloted, to help collect basic household health data, as well as to track livestock that have recently undergone a massive immunization program.

Ericsson will replace the temporary network with permanent solution by October 2008 that will be operated by Zain. The permanent solution will use Ericsson's sustainable energy solutions, including solar and wind energies to power the site, as well as other techniques to minimize power requirements. The implemented solution will reduce operational expenditures by up to 80 percent compared to a traditional site run on diesel generator.

Sony Ericsson has also provided mobile phones to the Millennium Village health clinics and community health workers. Together with Ericsson, it has developed and will provide a new Solar Village Charger capable of recharging at least 30 mobile-phone batteries per day and eight phones simultaneously for each village cluster.

In Tanzania and Uganda, Zain and Ericsson have upgraded the existing GSM network to EDGE, thus improving the basic coverage in the area. In combination with its fixed wireless terminals, it will bring mobile internet to the schools and health centers. Ericsson has also committed plans for extending coverage, enabling mobile communication to all of 73,000 people living in both village clusters.

Ericsson and Sony Ericsson are providing mobile phones to community health workers, and have piloted new health applications for mobile learning purposes as well as basic household data collection. Zain has provided SIM cards and established emergency numbers in order to improve access to health care and emergency services.

One initiative to improve health services is a new toll-free phone service that can be used in medical emergencies to connect patients with on-duty medical personnel. Other initiatives include a mobile learning tool to train community health workers and applications to collect and share basic household health information.

#### **Notes to editors:**

Dertu, Kenya, is situated in the northern part of the country, situated 100 km north of Garissa, close to Somali border. It spreads on area of 750 square kilometers with a total population of just over 5,200, mainly pastoral and nomadic society.

Uganda's Ruhira Millennium Village cluster is situated south from Mbarara on 338 square kilometers with a population of over 43,000. The hilly terrain and poor roads and communication systems make transport in Ruhira exceptionally difficult.

Tanzania's Mbola cluster is about 20 communities spread out over 700 square kilometers with a total population of 30,000. Located in the Uyui district in midwestern Tanzania. The nearest city center is Tabora which is located 36 km away.

Photo library: [www.ericsson.com/ericsson/press/photos/millennium\\_vilages.shtml](http://www.ericsson.com/ericsson/press/photos/millennium_vilages.shtml)

Ericsson and Columbia's Earth Institute join forces to empower Millennium Villages through communications: [www.ericsson.com/ericsson/press/releases/20070910-1152309.shtml](http://www.ericsson.com/ericsson/press/releases/20070910-1152309.shtml)

Ericsson announces delivery of first telecom services to Millennium Village in Rwanda: [www.ericsson.com/ericsson/press/releases/20071029-1163745.shtml](http://www.ericsson.com/ericsson/press/releases/20071029-1163745.shtml)

#### **About Millennium Villages project**

The Millennium Villages project, based at The Earth Institute at Columbia University, is a science-based bottom-up approach to lifting rural villages out of the poverty trap that afflicts more than a billion people worldwide. The community-drive initiative currently operates in 10 sub-Saharan African countries where it tackles challenges related to health, education, nutrition, livelihoods, gender equality and other vital issues.

## **About Ericsson**

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 195 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm and NASDAQ stock exchanges.

For more information, visit [www.ericsson.com](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi).

## **About Earth Institute**

The Earth Institute at Columbia University is the world's leading academic center confronting the practical challenges of sustainable development. Its core activities include educating and training the next generation of global leaders, advancing scientific research, and implementing practical solutions to create a more sustainable world. Read more at [www.earthinstitute.columbia.edu](http://www.earthinstitute.columbia.edu)

## **About Zain**

Zain (formerly MTC) is a leading emerging markets player in the field of telecommunications aiming to become one of the top ten mobile groups in the world by 2011. Zain was established in 1983 in Kuwait as the region's first mobile operator. Since 2003, it has grown significantly becoming the 4th largest telecommunications company in the world in terms of geographic presence with a footprint in 22 countries spread across the Middle East and Africa providing mobile voice and data services to 45.7 million active customers (as at 31 March 2008).

In the Middle East the company operates under the Zain brand name in Bahrain, Iraq, Jordan, Kuwait, and Sudan. In Lebanon the company operates as mtc-touch. Zain plans to commence operations in the Kingdom of Saudi Arabia in 2008.

In Africa, Zain operates under the Celtel brand ([www.celtel.com](http://www.celtel.com)) in 14 sub-Saharan African countries namely: Burkina Faso, Chad, Democratic Republic of the Congo, Republic of the Congo, Gabon, Kenya, Malawi, Madagascar, Niger, Nigeria, Sierra Leone, Tanzania, Uganda and Zambia. The company's mobile telecommunications operations in Ghana will begin in 2008.

The Zain brand is wholly owned by Mobile Telecommunications Company KSC, which is listed on the Kuwait Stock Exchange (Stock ticker: ZAIN). The company had a market capitalization of over USD28.5 billion on 1 March, 2008. For more information on Celtel and Zain, visit [www.zain.com](http://www.zain.com).

## **FOR FURTHER INFORMATION, PLEASE CONTACT**

Ericsson Media Relations  
Phone: +46 8 719 69 92  
E-mail: [press.relations@ericsson.com](mailto:press.relations@ericsson.com)

The Earth Institute/Millennium Villages Project  
[www.earthinstitute.columbia.edu](http://www.earthinstitute.columbia.edu), [www.millenniumvillages.org](http://www.millenniumvillages.org)  
E-mail: [mattias.johansson@undp.org](mailto:mattias.johansson@undp.org)

Zain  
E-mail: [Wanendeya.m@celtel.com](mailto:Wanendeya.m@celtel.com)