

Ericsson wins Elektra Clean Design award in recognition of its leadership in environmental performance

Ericsson has won the Clean Design category in the prestigious Elektra Awards for 2007, run by leading UK magazine Electronics Weekly. At an event in London on December 12, Ericsson Power Modules marketing director Patrick Le Fèvre accepted the award from Mark Jones, Chief Operating Officer at Omron.

The Clean Design category recognizes companies that achieve clear results in their approach to design methods that offer benefits to the environment. In winning the award, Ericsson was judged to have been the best company in meeting the Elektra Clean Design award brief, which states:

“Adopting a sustainable approach to design not only meets the requirements of the latest European Environmental legislation, it can also deliver business benefits from environmental marketing and an enhanced reputation. We invite companies to tell us how they have implemented a sustainable approach to product development, either through a single project or across the business as a whole. Firms entering this category will demonstrate a business strategy to reduce the impact on the environment of their products, manufacturing processes and commercial practices.”

Le Fèvre says: “We are pleased to accept this award. It is industry recognition of Ericsson’s leadership in environmental performance.”

Elaine Weidman, Director Corporate Responsibility at Ericsson, says: “Ericsson’s life-cycle approach to the environmental impact of our products and solutions in one of the cornerstones of our commitment to sustainable business, and we are proud to be recognized for this effort.”

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

FOR FURTHER INFORMATION, PLEASE CONTACT

Patrick Le Fèvre, Marketing Director

Ericsson Power Modules AB

Phone: +46-8-568 695 07

Fax: +46-8-568 695 99

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If printing an Internet address please use Power Modules homepage and/or phone number to our International sales office:

URL: www.ericsson.com/powermodules

Europe: +46-8-568 696 20

U.S.A.: +1-972-583 6910/5254

China: + 86-21-5990 3258

About Ericsson Power Modules

Ericsson Power Modules is a supplier of world-class DC/DC power modules for distributed power architectures. With its global design, development, manufacturing and sales network Ericsson Power Modules is a leading supplier of power solutions to meet the customer demand for high performance.