



Ericsson names Gronstedt Group preferred eLearning supplier

Stockholm, May 11, 2009 — Ericsson selected Gronstedt Group as one of its preferred eLearning suppliers. Gronstedt Group is a long-time learning partner of Ericsson. The partnership has generated a number of highly acclaimed online learning programs, including "Software Business Training," which has been viewed by more than 13,000 Ericsson employees and is considered the most effective eLearning program in Ericsson's history, and "Project Sales," which won the coveted Brandon Hall Gold Award.

"We are thrilled about this opportunity to expand our partnership with Ericsson," says Dan Gronstedt, president of Gronstedt Group. "Ericsson understands the changing learning paradigm from telling and testing to simulation and immersion, and they are looking for a preferred supplier who would develop creative, leading edge learner-centric programs."

Gronstedt Group was one of four preferred vendors selected from a large group of its competitors, winning out due to its dedication to innovative Web 2.0 learning solutions. Sales reps at Ericsson role-play their way through Gronstedt Group's customized virtual scenarios with full-motion video, professional acting, and story-centered, character-rich dramatizations that help them sell consultatively to real customers.

"A new breed of game-savvy and socially networked employees are pouring into the workforce of Ericsson and its customers," says Anders Gronstedt, Ph.D. president of Gronstedt Group's North American operations. "Our podcasts, video-based simulations and other innovative learning approaches keep them engaged, networked and productive."

For more information:

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Gronstedt Group, www.gronstedtgroup.com, supercharges sales and business performance through the inventive use of podcasting, award-winning video and game based simulations, virtual worlds like Second Life, live event simulations, and more. From our offices in Denver and Stockholm we serve an international roster of clients, helping industry leaders like Dell, FedEx, Electrolux, TELUS, Jamba Juice, Ericsson, Electrolux, and Volvo innovate their way to better, more cost-effective learning solutions for the new generation of digital natives. Our methodology is highly collaborative, placing the utmost emphasis on tailoring solutions around client-defined business goals. We assign a dedicated team of experts to work in tandem with the client, assuring that the creative solution meshes with all facets of the company's existing strategy.

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 250 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 billion (SEK 209 billion) in 2008. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ