



## Media release

Place, date Zurich, January 23, 2006  
Page 1 / 2

### sunrise Media-Hotline

Thurgauerstrasse 60  
Postfach 8322  
8050 Zürich  
media@sunrise.net  
www.sunrise.ch  
Telefon 0800 333 000  
Fax 0800 333 001

## Jesper Theill Eriksen new CEO in sunrise

**Jesper Theill Eriksen will as of today take over as CEO in TDC Switzerland, TDC's 100 pct. owned Swiss subsidiary, which is branded sunrise.**

Henning Dyremose, TDC's president and CEO and chairman of sunrise, says: "The Swiss telecommunications market is tough. sunrise has gained a strong position as a clear number two in this market, despite the lack of regulation that clearly benefits the incumbent Swisscom. I believe that Jesper Theill Eriksen is the right person to take on the challenges going forward."

Jesper Theill Eriksen, 37, comes from a position as CEO of TDC's fully owned subsidiary Bité, the mobile telecommunications company in Lithuania and Latvia. Since he was appointed as CEO of Bité in mid January 2004, Bité has nearly tripled its customer base from 531,000 at year end 2003 to more than 1,4m at the end of third quarter 2005. Revenues and earnings have grown correspondingly. Jesper Theill Eriksen has also been the architect behind Bités establishment in Latvia and the company's successful contest for a UMTS license in Latvia.

Jesper Theill Eriksen says: "sunrise has a strong management team and very committed employees. I look forward to contribute to the continued success of the company. I am convinced that sunrise has a significant potential to benefit from the business opportunities that will open up in the Swiss market in the years to come."

The former CEO, Hans Peter Baumgartner, leaves the company by mutual agreement. It is TDC's policy not to comment on such agreements.

### sunrise

sunrise is the leading independent telecommunications provider in Switzerland. Over 2.2 million customers enjoy the benefits of sunrise mobile, fixed network, and Internet services. The hybrid network based on GPRS, EDGE and UMTS technology provides cutting-edge mobile services to over 99% of the population and permits transmission rates of up to 384 Kbps. A wide range of high-quality voice and data services are provided via a high-performance fiber optic network with a total length of more than 7000 kilometres. As a founding member of the Starmap Mobile Alliance, an association of leading European mobile communications providers, sunrise offers its customers access to first-class services even while they are abroad. sunrise is the brand name of TDC Switzerland AG. The TDC Group owns 100% of the share capital of TDC Switzerland AG.



## Media release

Place, date    Zurich, January 23, 2006

Page            2 / 2

### **sunrise Media-Hotline**

Thurgauerstrasse 60  
Postfach 8322  
8050 Zürich  
media@sunrise.net  
www.sunrise.ch  
Telefon 0800 333 000  
Fax 0800 333 001