

## DORO CONTINUES U.S. ROLL-OUT, OFFERING PHONES FOR ACTIVE SENIORS & BABY BOOMERS

Award-winning European designs win accolades at 2009 International Consumer Electronics Show in Las Vegas

LAS VEGAS – January 13, 2009 – Speaking at a media conference at the 2009 International Consumer Electronics Show (CES) in Las Vegas, the largest of its kind in the world, Doro® CEO Jerome Arnaud presented the company’s strategy to continue rolling-out mobile and corded phones across the U.S.

A fixture in most every household in Sweden for 35 years, Doro (STO: DOROA) is well known for innovatively incorporating the latest technologies while maintaining simplicity of design and functionality. Consumers in over 30 countries already enjoy the inclusive designs and easy functionality of Doro’s phones and the company launched in the U.S. in November 2008, just in time to attract the attention of holiday shoppers.



Doro HandleEasy 326i mobile phone

Doro HandleEasy 330 and 326i are the company’s first products available in the U.S., the most meticulously designed phones available anywhere to meet the needs of baby boomers, active seniors, and others who will benefit from simplicity of design that empowers users with straightforward communications technologies.

“While Doro products have been sold for the past 30 years through over 10,000 retail outlets across European and Australia, CES presents Doro with a unique opportunity to reach over 130,000 technology thought-leaders from across the U.S. and internationally,” said Arnaud after the media conference. “Doro is simply the most experienced phone designer in the world serving baby boomers and active or impaired seniors. While many phone manufacturers race to cram more technology into smaller devices – which may certainly appeal to younger users – Doro researched and tested phones to meet the needs of technology-interested consumers as they age and their bodies change.”

Mike May, CEO of Sendero Group and a leading advocate for harnessing technology to benefit and improve lives of vision-impaired people, lauded Doro with the “Wonder Vision Award.”



At a ceremony during the International CES, Doro CEO Jerome Arnaud (right) accepts the WonderVision Award from pop singer Stevie Wonder and Mike May, a leading advocate for inclusiveness in technology designs.

May, accompanied by Stevie Wonder, announced the award at a CES media conference on Thursday, declaring, “We are thrilled that technology companies like Doro are delivering thoughtfully-designed products that make it easier for blind and visually impaired people to enjoy the same technologies that everyone else enjoys. Simple design considerations, such as concave buttons on phones, can really empower the end-user and change their experience with technology. We are proud to honor Doro with this award and we are proud to display both the HandleEasy 330gsm and the HandleEasy 326i at our ‘Vision Free Products for Everyone’ booth at CES.”

“We at Doro are thrilled and deeply honored to receive this recognition from Mike May, the Sendero

Group, and Stevie Wonder. These Doro phones are new to the U.S. and we are glad that Mike is one of the people in the U.S. to hold a 330gsm and a 326i," Arnaud responded. "We look forward to working with Mike May, the National Federation of the Blind, and other sponsors of the 'Stevie Wonder & Friends' exhibit as Doro continue to roll-out products in the U.S.

Doro executives from Sweden, the U.K., and the U.S. descended upon CES in Las Vegas to significantly expand the foundation of awareness they created during the Doro launch in November 2008. Doro's roll-out in the U.S. began in November with Centennial Wireless, a regional service provider in six U.S. states. The company also inked a distribution agreement in November with Brightpoint, Inc., one of the largest GSM mobile phone distributors in the U.S., with reach to major carriers and to almost every corner-store authorized dealer across America. "Now, we start-off 2009 receiving awards at the legendary Consumer Electronics Show and engaging in many more discussion with potential partners," concluded Arnaud.

At 2009 International CES, Doro also co-sponsored the Silvers Summit section of CES, an area where exhibitors from around the world showcase technologies designed specifically to empower baby boomers and seniors.

### **About Doro**

With over 30 years' experience in telephony, Doro is today characterized by its innovative and user-friendly telecom products. The company develops, markets, and sells a wide range of telecom products in more than 30 countries through a variety of retail outlets, including electronics stores and online stores. The company had sales of US\$60 million in 2007. Doro's shares are quoted on the Stockholm Stock Exchange, Nordic list, Small Cap list. Read more about Doro at [www.doro.com](http://www.doro.com)

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