

Press release  
Lund, 16 February 2009

## **Doro's successful investment on simple mobile phones is continuing – premiere for five new models at the GSMA Mobile World Congress in Barcelona.**

**Over the next six months Doro will be introducing no fewer than five new mobile phones from its successful product series of easy mobile phones. The guidelines were the same, irrespective of model, focusing on the user and that the phones are user-friendly. Over the next few days these models will be demonstrated in Barcelona.**

2008 saw a real breakthrough for Doro on the mobile phone market and the most recent quarter saw sales growth of 197 per cent. Easy mobile phones, mainly aimed at the senior citizen's target group, have been a hit with retailers and consumers and won a number of prestigious awards like IDEA, Bio21 and the "Wonder Vision Award", presented by Stevie Wonder.

"There is still a large demand for our mobile phones, meaning we've hit the mark with the right target group. We've dared to develop easy mobile phones with distinct keys, easy to read displays and the most obvious functions, such as being able to call and send text messages," says Jérôme Arnaud, CEO at Doro.

Doro will be demonstrating its five latest mobile phones for the first time in Barcelona, which take the successful concept further. Four of the phones are aimed at senior citizens who want an easy, good looking mobile phone with clear functions, these are the Doro PhoneEasy® 338gsm, 342gsm, 345gsm and 410gsm. Of special interest is the Doro PhoneEasy® 410gsm, which is a *clamshell*. This is the first Doro mobile phone that folds, which is a function that many senior citizens have requested. The fifth phone, Doro HandlePlus 334gsm, is aimed at senior citizens with a greater need for clear, simple, functions and/or assistance.

"Our five new models allow us to cement our leading position on the easy mobile phone market. We have the widest, most modern and adapted range for people who want easy to use, good looking mobile phones," says Jérôme Arnaud, CEO at Doro.

The new mobile phones are being launched in Barcelona on 16-18 February.



You're welcome to visit Doro on 16-18 February at the Hotel Principal in central Barcelona. For further information, please contact Camilla Nilsson on: +46 706 98 82 65.

High-resolution pictures of the phones can be downloaded from: [www.doro.com](http://www.doro.com)

**For further information, please contact:** Jérôme Arnaud, CEO Doro, tel: +46 46 280 50 05, email: [jerome.arnaud@doro.com](mailto:jerome.arnaud@doro.com)  
Kjell Reidar Mydske, Marketing and Global Sales Director Doro, tel: +47 90 73 84 79, email: [kjell.reidar.mydske@doro.no](mailto:kjell.reidar.mydske@doro.no)

### **About Doro**

With over 30 years' experience in telephony Doro is today characterized by innovative and user-friendly consumer electronics products. The company develops markets and sells a wide range of products in three business units: Home Electronics, Business Electronics and Care Electronics. The company's products are sold in more than 30 countries worldwide through a variety of retail outlets, including electronics stores, online stores and specialized channels. The company had sales of SEK 363 million in 2008. Doro's shares are quoted on the Stockholm Stock Exchange, Nordic list, Small companies. Read more about Doro at [www.doro.com](http://www.doro.com)