

Press release  
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## Doro wins gold at CeBIT exhibition

**Doro's user-friendly products specially designed for the senior citizens target group is continuing to win international awards. Five of the products in the Care Electronics product segment, including the HandleEasy 326gsm mobile phone, received one of the world's most prestigious design awards today – the iF Gold Award. The winners of the iF Awards were announced during the opening ceremony at the international CeBIT home electronics exhibition in Hannover.**

As well as their commercial success, Doro's products are receiving lots of awards. In addition to the HandleEasy 326gsm, the HearPlus 318w, HandleEasy 321c, HandleEasy 317c and MemoryPlus 319ph also receive awards today. Doro's simple products that are specially adapted for senior citizens have recently received a number of internationally renowned awards.

"We have further proof today that our products are world-class," says Jérôme Arnaud, CEO at Doro. "Receiving an iF Gold Award means that our products will carry the iF quality assurance stamp and of the total 2808 entries from 39 countries, our products were among the 50 best."

The iF Award has been an internationally renowned brand for excellent design for 55 years. By winning this award Doro now receives a quality assurance stamp that applies for the whole product lifecycle. Design quality, material choice, degree of innovation, eco-friendliness, function, ergonomics and the brand's value are a few of the criteria judged in the competition.

"In close partnership with Ergonomidesign, we have always tried to adapt our products' functionality and aesthetics for their intended purpose. This is why I am very proud to get this award for products whose design is more adapted to end-user needs rather than just what they look like. It confirms our value proposition," says Jérôme Arnaud.

Doro will be present at the CeBIT exhibition on 3–8 March along with its German distributor IVS at stand B103 in hall 25, to introduce its five new mobile phones – the Doro PhoneEasy® 338gsm, 342gsm, 345gsm and 410gsm plus the simpler Doro HandlePlus 334gsm.

### Winners of the iF Gold Award:



High resolution pictures and more information about the new telephones can be found at:  
[www.doro.com](http://www.doro.com).

### For further information, please contact:

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### 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: Care Electronics, Home Electronics and Business 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 OMX Nordic Exchange Stockholm, Nordic list, Small companies. Read more about Doro at [www.doro.com](http://www.doro.com).