

Press release

Lund, Sweden, July 27, 2009

Doro announces retail alliance with the Carphone Warehouse Group PLC

Doro has signed a European-wide retail agreement with The Carphone Warehouse Group PLC in support of its award-winning range of easy-to-use mobile handsets. Doro Easy Mobiles will be available in-store and online in nine European countries.

Doro Easy Mobiles and accessories will shortly be available through the group's Carphone Warehouse and Phone House stores in the UK, Republic of Ireland, Sweden, Holland, Belgium, France, Germany, Spain and Portugal.

Commenting on the announcement, Charles Dunstone, Group CEO of The Carphone Warehouse said: "We have always aimed to provide the widest possible choice to the mobile user and by adding Doro to our handset portfolio we are further widening that choice. The handsets offer a range of easy-to-use options for the mobile user who doesn't want a feature-rich multi-media handset. It's a great way for us to strengthen our position within Doro's core audience of the senior user."

Jérôme Arnaud, President and CEO of Doro said: "The Carphone Warehouse Group is the largest mobile phone retailer in Europe. This deal means that our products are distributed through stores with a clear focus and extensive knowledge within telephony. We will reach more people, including millions of senior mobile users, who are looking for our easy-to use mobiles, with a technology adapted for their situation."

The CPW partnership will be supported with an integrated marketing campaign to drive consumer awareness of the range's availability. This will include public relations, POS and experiential in-store activity.

For further information, please contact:

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About The Carphone Warehouse Group

The Carphone Warehouse is the largest independent mobile phone retailer in the world with 2,400 stores operating across 10 markets. The company is committed to offering impartial and expert advice on the widest range of the latest product plus unbeatable, aftersales care.

This is information that Doro AB (publ) is required to publish in accordance with the Swedish Securities Markets Act and/or the Swedish Financial Trading Act. This information was submitted for publication on July 27, 2009 at 10.00 am CET.

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 two business units: Care Electronics and Home 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