

## Doro senior technology designs continue to storm across the U.S. in 2010

### Global Demand Surges for Doro's Award-Winning Mobile Phones

Doro, the global leader in designing smart, easy-to-use, and stylish phones for baby boomers and active seniors is exhibiting their entire line of senior-friendly products at the 2010 International Consumer Electronics Show (CES), January 7-10, 2010. Jérôme Arnaud, CEO of Doro, is also speaking on a panel of industry thought leaders titled, "Forever Young: Tech Assist for Life After 50". Doro joins the growing ranks of companies focused on designing technologies for seniors and is demonstrating their line of products at the Silvers Summit, a showcase of the products and services to help baby boomers and seniors enjoy the benefits of technology.

On the floor of the International CES in Las Vegas, the 2010 Silvers Summit Exhibition area at CES is 50 percent larger than it was in 2009. "After years of a technology 'arms race,' where designers crammed more and more technology into smaller and smaller devices, designers realized that their grandparents couldn't handle or see or hear these new devices. So now, designers like Doro are stepping back to look at how individuals actually interact with technology", declared Robin Raskin, head of the Silvers Summit at CES. "Doro is leading this exciting growth area in consumer electronics".

"With one year's success in the U.S. and 30 years' success in Europe, we at Doro see from our senior-testing facilities and from our sales reports that there is a growing market for smart, innovative designs for seniors", said Arnaud. "When people are young, they get used to the conveniences of technology, but as they age, those technologies become more difficult to use. Our designers spent years working with seniors, testing dexterity, vision, hearing, and memory. We crafted a stylish and thoughtful line of consumer electronics to meet the needs of anyone as they age".

"We launched Doro Care in Europe several years ago with the belief that simple, stylish product designs will appeal to seniors and consumers worldwide", explained Arnaud. "Doro's huge jump in worldwide sales validates this conviction. We saw an order uptake of 38 percent in the third quarter of this year and have established a truly global presence".

For Doro, the passion for making quality senior products extends beyond the compelling business opportunity. "The Swedish heritage of Doro helped us be at the forefront of designing consumer technology for seniors, this is the reason we named our product line Doro Care", said Arnaud. "This is a very personal issue for all of us at Doro and something we feel passionately about".

Over a year ago, Doro arrived in the U.S. with ergonomically designed, stylish phones to answer the call of the growing population of seniors accustomed to mobile phones as part of their lives. Armed with scientific studies, surveys of seniors, and surging sales across Europe, Doro entered the U.S. advocating the need for technologies that adapt to seniors' bodies as they gradually change from the natural aging process. In October, Doro continued to build on this momentum by releasing two mobile phones in the US market: the Doro PhoneEasy® 410gsm and Doro PhoneEasy® 345gsm and

**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](http://www.doro.com)  
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announcing a partnership with Consumer Cellular, the exclusive service provider for AARP, providing access to their nearly 40 million members.

Doro's passion won recognition in 2009 from the prestigious iF Gold Product Design Award and the 'WonderVision Award' presented by Stevie Wonder. Doro continues to receive praise from users all over the world who are finally comfortable with their mobile phones.

**For further information, please contact:**

President and CEO Jérôme Arnaud, +46 70 918 55 42 or CFO Annette Borén, +46 70 630 00 09

Doro U.S. Corporate Representative, Christopher Lundström, +1 212 300 6864

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