

Press release

Lund, Sweden, March 22, 2010

page 1 of 1

Doro easy-to-use phones now available at Club Bouygues Telecom stores in France

As of April, France's third-largest mobile operator, Bouygues Telecom, will sell Doro's successful mobile telephone, the Doro PhoneEasy® 410gsm.

"We are delighted to be entering into this partnership with a new French operator of such standing", says Jérôme Arnaud, President and CEO of Doro. "Its choice of Doro to cater for the needs of senior customers is yet a further evidence of the importance of this market and our leading position as the leader for the category Telecom within Care Electronics."

In just two years, Doro has become the French and world market leader in easy-to-use mobile phones for seniors. In France, Doro products are currently distributed through mobile operators' stores (e.g. Orange and Bouygues Telecom), supermarkets (e.g. Carrefour) and specialist stores (e.g. Fnac and Tel&Com).

Bouygues Telecom has more than ten million mobile customers and its 600 Club Bouygues Telecom stores offer an attractive complete range of products and services. To respond to demand from senior customers, Bouygues Telecom is listing the Doro's best-selling phone. This has a clamshell mechanism for easy and safe way to open and close a phone. The phone also features an SOS button on the back for automatic emergency calls.

More information about the Doro PhoneEasy® 410gsm can be found at www.doro.com.

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Facts about Bouygues Telecom:

Bouygues Telecom was founded in 1994 and currently operates a mobile network covering 98 percent of the French population. With more than ten million customers and 8,650 employees, Bouygues Telecom is France's third-largest network operator.

<p>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 Monday, March 22, 2010, at 09:00 a.m. CET.</p>
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About Doro

Doro is a Swedish company focusing on the development, marketing and sales of telecom products specially adapted to the growing worldwide population of seniors. With over 35 years of experience in telecommunications, and sales in more than 30 countries on 5 continents, Doro is the world's leading brand for easy-to-use mobile phones. Doro created the Care Electronics category and in recent years our products have received several highly distinguished international design awards. The company had sales of SEK 493 m in 2009. Doro's shares are quoted on the Nasdaq OMX Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com.