

Popular Doro phone tops German consumer test

Doro's successful mobile phone, the Doro PhoneEasy® 410gsm, has been ranked the best phone for seniors by the independent German testing institute Stiftung Warentest. A total of 15 phones for seniors were tested, along with three simple classical models. A favorable mention by Stiftung Warentest is one of the best accolades a product can receive in Germany.

"For EUR 150, the Doro Phone Easy® 410gsm makes a very convincing proposition with its easily navigated menus and straightforward handling of functions. This clamshell mobile phone for seniors also works well for users with impaired sight or hearing," writes Stiftung Warentest in No. 4/2010 of its magazine *Test*. The phone ranked best in the test and was the only model to be awarded a "good" rating.

Stiftung Warentest is the only independent institution in Germany providing objective product tests to assist consumers. The organization was founded in 1964 and is very well known – 94 percent* of German consumers know of the organization and its advertising-free publications. The magazine *Test* appears monthly with a circulation of 539,000 copies, of which 449,000 are mailed to subscribers.

This follows other comparative tests by *Dagens Nyheter* in Sweden, *UFC que choisir* website in France, Doro's products have also been ranked best-in-test by *Computer Bild* and have scored strongly in tests conducted by the *Amobil* website in Norway.

"It gives me great satisfaction to read this succession of best-in-test evaluations", says Jérôme Arnaud, President and CEO of Doro. "This confirms our leadership in adapting products to the target group. Furthermore, in Germany, an important market for Doro, test results like these have a strong influence."

* As indicated by a survey carried out in February 2007 by Gesellschaft für Sozialforschung und statistische Analysen involving 2,004 respondents above the age of 18.

For more information, please contact:

President and CEO Jérôme Arnaud, +46 (0) 46 280 5005,
or CFO Annette Borén, +46 (0)70 630 00 09.

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. The information was released for publication on Tuesday, March 30, 2010 at 9:00 a.m. CET.

About Doro

Doro is a Swedish company that focuses on developing, marketing and selling telecom products targeted particularly at seniors - a growing group of people worldwide. With more than 35 years of experience in the telecom sector, Doro is today a world-leader in simple, user-friendly mobile phones with sales in more than 30 countries on five continents. Doro created the Care Electronics segments and has in recent years received several international design awards. In 2009, the company had sales of SEK 493 million. Doro's shares are quoted on the OMX Nordic Exchange Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com