

Press release

Lund, April 15, 2010

Doro launches its easy-to-use mobile phones in Latin America in cooperation with Claro

Doro® launches two of its easy-to-use mobile phones, Doro PhoneEasy® 341gsm and Doro PhoneEasy® 410gsm, in cooperation with Latin America's leading mobile operator Claro, with 3.3 million subscribers in Chile.

"The agreement with Claro is very positive being our first launch of our mobile phones in Latin America", says Jérôme Arnaud, President and CEO of Doro. "Claro has a strong local presence and is part of the large Group América Móvil covering many countries in Latin America. This gives us a good platform for further expansion on another important continent."

Chile has 16.6 million inhabitants, of whom 1.5 million are over 65 years. Doro's easy to use mobile phones will be sold by Claro's 42 own stores, department stores such as Paris, Falabella, Ripley and up to 500 additional stores in Chile. Claro offers both pre- and post-payment in connection with the Doro offering.

Claro is part of the Mexican América Móvil Group, the world's fourth largest mobile operator with more than 201 million customers in 18 countries in the Americas.

For further information, please contact:

President and CEO Jérôme Arnaud, +33 6850 41000,
or CFO Annette Borén, +46 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. This information was submitted for publication on Thursday, April 15, 2010 at 11 am CET.

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 OMX Nasdaq OMX Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com