

Press release

Lund, Sweden, June 22, 2010

Doro's easy-to-use mobiles available through Orange UK

Doro[®] has signed a retail agreement with the leading mobile operator Orange. The first Doro handset to be available on the Orange network is the stylish Doro PhoneEasy[®] 410gsm in matt-black.

Orange is one of the UK's largest operators, with more than 17.3 million customers at the end of March 2010.

"We are very pleased to increase our successful cooperation with the Orange Group", says Jérôme Arnaud, President and CEO of Doro. "UK is one of Doro's core markets and with a population of 62 million, of which more than 13 million is 60 years or more, it is also one of the largest. Currently less than ten percent of our sales come from the UK market, a number we hope to increase through the agreement with Orange."

Results from a recent Synovate¹ study for Doro reveal that just over three quarters of UK seniors currently have access to a mobile phone. Seniors primarily use their mobile phones simply to make telephone calls, hence the easy-to-use and ergonomic design of the clamshell mobile, Doro PhoneEasy[®] 410 gsm. The model has proven highly successful amongst senior mobile users around the world.

Francois Mahieu, Director of Devices, at Orange UK commented on the addition of Doro to the operator's UK handset portfolio: "We recognise that the easy-to-use mobile space is a huge opportunity and we're keen to offer our customers more choice. Doro is acclaimed for its research, development and understanding of the senior audience – so we're pleased to be working with them to bring the PhoneEasy 410s to UK consumers."

Doro's products are now available in Orange's stores nationwide and online.

For further information, please contact:

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¹ Source: Synovate International Research, February 2010, sample size 2,000.

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 Tuesday, June 22, 2010 at 08.30 am CET.

About Orange UK

Orange is the key brand of the France Telecom Group, one of the world's leading telecommunications operators. With 131.8 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. Read more about Orange at www.orange.co.uk and www.orange.com

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