

Doro and 20:20 Mobile sign international distribution deal

Doro[®] has extended its cooperation with 20:20 Mobile, Europe's leading distributor of mobile phones and accessories, by signing a significant international distribution deal. 20:20 Mobile will be distributing Doro's award-winning range of easy-to-use mobile phones into new key markets.

"The senior mobile market is a huge growth opportunity in light of the rapidly aging global population," commented Jérôme Arnaud, President and CEO of Doro. "The extended partnership means that Doro mobiles and accessories will now be distributed through 20:20 Mobile's comprehensive channels including; retail, online and corporate business. This deal covers a large number of the distributor's operational territories and adds the UK, Italy, Turkey and expanding eastern European markets to the already active countries: Ireland, France, Nordics, Spain and the UAE.

"The UK market is one of the largest in Europe and Doro's recently launched TV advertising campaign 'Brilliantly Simple' is already proving successful and this deal will help Doro to satisfy orders generated by this campaign," Mr Arnaud added.

James Browning, Managing Director for 20:20 Mobile UK, said: "Doro's range of mobile handsets meet the real needs of real people, making them a unique yet valuable proposition to retailers. With our substantial experience, robust logistics network and ability to provide a solid support service we hope to further strengthen that relationship."

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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, August 3, 2010 at 11.00 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 and the 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

About 20:20 Mobile

20:20 Mobile Group is a Europe's leading mobile handset distributor and in the top three, globally and also the world's largest distributor of mobile phone accessories. Headquartered in Crewe in North West England, the company employ over 1,300 people at locations in: Denmark, France, Hong Kong, Ireland, Norway, Poland, Spain, Sweden, United Arab Emirates and the UK. The company has more than 8,000 active customers and annual sales in excess of 0.8 GBP billion (USD 1.5 billion). In June 2010, 20:20 Mobile Group was identified as the UK's fastest-growing private company in the telecoms sector in The Sunday Times Deloitte Top Track 100, and was ranked at number 46 in the country overall.