

Press release

Lund, Sweden, August 4, 2010

Doro's popular easy-to-use mobiles to be distributed through Vodafone

Starting in August 2010, two of Doro®'s most popular models – PhoneEasy® 338gsm and 345gsm – will be sold through the Vodafone's network in Germany. Vodafone is one of the largest telecommunications companies in the world and service approximately 35 million German customers.

In German retail, Doro is already an established brand, with sales through major operators and retail stores. The sales through Vodafone will further strengthen this position in one of Doro's key markets. This collaboration, and previous agreements with other large European based operators like Orange, Telia, TDC and Bouygues Telecom, confirms Doro's leadership in the category Telecom in Care Electronics.

The Doro models now available through Vodafone share the distinct design of Doro's easy-to-use GSM phones. This includes large buttons, an easy-to-read display and a limited set of features making everyday life a little easier.

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<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 Tuesday, August 4, 2010 at 11.00 am CET.</p>
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About Vodafone

Vodafone Group Plc is the world's leading mobile telecommunications company, with a significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States through the Company's subsidiary undertakings, joint ventures, associated undertakings and investments. Vodafone Deutschland employs some 13,000 people and sales of approximately EUR 9 billion. Read more on www.vodafone.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 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