

Leading French mobile operator SFR chooses top-selling Doro model for key senior offering

Doro® has signed a significant retail agreement with France's second-largest mobile operator, SFR – Vodafone's French market partner. The company has selected Doro's top-selling mobile, the Doro PhoneEasy® 410gsm, to further bolster its product offering specifically for the senior customer.

SFR will begin to offer this popular model from late August through its 820 "espace SFR" stores across France. The handset will also be sold in SFR's "experience stores" in major French cities and via the operator's online store. The "espace SFR" stores, which have been certified for the high quality of their service since June 2003, also offer advice and assistance from specially trained sales consultants.

"It is extremely satisfying to see our products distributed by the SFR Group," says Jérôme Arnaud, President and CEO of Doro. "This exciting deal reinforces our leadership position of the category Telecom in Care Electronics. I am convinced that by offering our PhoneEasy® 410gsm SFR will boost its sales from within the senior demographic. We look forward to helping SFR satisfy the needs of its growing customer base – which is currently in excess of 20 million users, including 15 million contract customers."

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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 10, 2010 at 11.00 am CET.

About SFR

SFR is now Europe's largest alternative telecommunications operator, with a revenue of 12.4 billion euros in 2009 and a customer base of nearly half of all French people. As a global operator, SFR is capable of satisfying the mobile services, fixed and Internet needs of the mass market and of business and wholesale customers. At end of December 2009, SFR had 20.4 million mobile customers, included 14.8 subscribers, and 4.4 million broadband Internet households. The company was founded in 1987 and is based in Paris, France, has nearly 10,000 employees, and benefits from a stable ownership structure, with two major shareholders, Vivendi Group (56%) and Vodafone Group (44%). More info on www.sfr.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