

**Press release**

Lund, Sweden, September 21, 2010

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## **Doro's easy-to-use mobile phone enhances offering from Swiss mobile operator Orange**

Doro® will expand its partnership with the Orange Group through a retail agreement with Orange Switzerland. The company has selected Doro's top-selling mobile, the Doro PhoneEasy® 410gsm, to further support its product offering to customers looking for an easy-to-use mobile phone.

"Our goal is to simplify mobile communication for all people and age groups," says Yves Martin, Vice President Consumer of Orange Switzerland. "This means that people who would otherwise be left out of mobile communication can also benefit from its advantages. Doro is therefore the ideal partner for us due to its vast experience in the easy-to-use telecommunication devices. We are very happy to be able to exclusively offer Doro's mobile phone in Switzerland."

"We are very pleased to partner with Orange Switzerland, as this is an enhancement of our success with Orange in France and UK," says Jérôme Arnaud, President and CEO of Doro. "Orange is an important partner for Doro as the operator serves currently about 1.6 million customers in Switzerland. Orange's determination to bring mobile communication closer to all customers is demonstrated by the fact that the Doro PhoneEasy® 410gsm includes the special 'Get Started service' for free."

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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, September 21, 2010 at 11.00 am CET.</p>
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**About Orange Switzerland**

Orange Communications SA entered the Swiss telecoms market in June 1999 as the third mobile communications provider. The Orange mobile communications network covers 99 percent of the Swiss population and offers voice services and fast mobile internet connections. As of June 2007, Orange also provides fixed network lines. In 2009, Orange generated total revenues of CHF 1.296 billion. Some 1,145 employees attend to the every-day needs of 1,559,971 customers (end of June 2010). Orange Switzerland is a 100 percent subsidiary of the France Telecom Group. As at 30 June 2010, France Telecom had 123.1 million mobile communications customers and 13.2 million broadband Internet customers. You can find more details on Orange Switzerland at [www.orange.ch](http://www.orange.ch).

**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](http://www.doro.com)