

Press release

Lund, Sweden, October 28, 2010

page 1 of 1

Doro launches its first mobile for Canada's active seniors

Doro® and Canada's leading operator Rogers Communications Inc. today announced a partnership agreement. As a result, Doro's top-selling easy-to-use mobile phone, the Doro PhoneEasy® 410gsm, will now be available exclusively in Rogers Wireless stores across Canada.

"We are delighted to be entering this partnership with Rogers Communications Inc.," says Jérôme Arnaud, President and CEO of Doro. "Rogers is a dynamic operator with a customer base of more than 6.8 million individuals and strong retail presence. Having already invested in the certification of the phone for the US, we had a solid base from which to enter this new market quickly and cost-efficiently."

For further information, please contact:

President and CEO Jérôme Arnaud, +46 (0)46 280 50 05,
or CFO Annette Borén, +46 (0)70 630 00 09.

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 Thursday, October 28, 2010 at 2.00 pm CET.

About Rogers Communications Inc.

Rogers Wireless Inc. is Canada's largest wireless voice and data communications services provider with offices in cities across the country, more than 6.8 million customers, and two powerful brands: Rogers Wireless and Fido. Rogers Wireless is Canada's only carrier operating on the GSM/GPRS technology platform, the world standard for wireless communications technology and the only technology that enables roaming around the world in over 180 countries. The company is a subsidiary of Rogers Communications Inc. (TSX: RCI; NYSE: RG), a diversified Canadian communications and media company. For further information, please visit www.rogers.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 its 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