

Press release

Lund, Sweden, March 7, 2011

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Europe's largest retailer to offer Doro's easy-to-use mobile to customers in the UK

Doro announces a strategic retail deal with Tesco Mobile – the UK's number one prepay mobile network. Customers will now be able to buy the Doro PhoneEasy® 409gsm through Tesco Mobile's online shop and Tesco stores nationwide.

"Tesco Mobile offers a very smart combination of an attractive prepaid offer and large retail stores chain. We expect this deal to boost our sales in the UK even more", says Jérôme Arnaud, President and CEO of Doro.

The Doro PhoneEasy® 409gsm will be available from early March 2011.

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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.
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About Tesco

Tesco is UK's leading retailer chain and one of the three largest in the world, with more than 3,700 shops and 440,000 employees. Tesco operates in 13 countries other than the UK (India, Ireland, Japan, China, Malaysia, Poland, Slovakia, South Korea, Thailand, Turkey, Hungary and the USA).

About Doro

Doro is a Swedish company that focuses on developing, marketing and selling telecom products targeted particularly at seniors – a growing group of people worldwide. With over 35 years of experience in telecom and sales in more than 30 countries on five continents, Doro is today the world-leading brand in simple, easy-to-use mobile phones. Doro created the Care Electronics segment and has in recent years received several international design awards. The company generated sales of SEK 633 m in 2010. Doro's shares are quoted on the OMX Nasdaq Stockholm exchange, Nordic list, Small companies. Read more about Doro at www.doro.com