

**Press release**

Lund, Sweden, April 15, 2011

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## **Doro's easy-to-use mobile to customers in Australia**

Doro announces a deal with Australian retail chain TeleChoice. Customers will now be able to buy the popular Doro PhoneEasy® 410gsm model through TeleChoice's online shop and their 153 retail stores nationwide.

"Although a young nation, Australia's population over 65 years amounts to more than 3.8 million individuals, equivalent to 17 percent of the total population 2010\*. We are happy to be able to provide Australian seniors with our easy-to-use mobiles and thus expand our presence in the Pacific region. TeleChoice offers a large network with retail stores", says Jérôme Arnaud, President and CEO of Doro.

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\* Source: ADSRI - The Australian Demographic & Social Research Institute

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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.<br/>This information was submitted for publication on April 15, 2011 at 15.30 p.m. CET.</p> |
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**About TeleChoice**

TeleChoice is retail chain offering the latest mobile phone, internet and telecommunications products. TeleChoice has a network of 153 retail stores nationwide in Australia, with over fifty percent of them run by multi-sited operators.

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