

**Press release**

Lund, Sweden, April 20, 2011

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## **Doro increases its presence in Italy**

Doro has entered into an agreement with retailer Amplifon. As of April, Doro's popular mobile phones, the Doro PhoneEasy® 332gsm and Doro PhoneEasy® 409gsm are being sold in Amplifon's stores.

Amplifon is an Italian chain that specializes in helping people with impaired hearing through its 400 stores around the country. Although Amplifon operates internationally, the agreement with Doro applies to the Italian market.

"With 12 million inhabitants above the age of 65, Italy is a major potential market for Doro," says Jérôme Arnaud, President and CEO of Doro. "The agreement with Amplifon and our distributor 20:20 Mobile Italy represents an interesting initial step for our brand in Italy."

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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 20:20 Mobile Italy**

20:20 Mobile Italy, is the Italian branch of 20:20 Mobile Group Ltd, leading European distributor of mobile phone market products and accessories. In 2010 20:20 Mobile distributed more than 6.5 million phones and 7 million accessories. 20:20 Mobile has 1,300 employees and more than 8,000 active customers.

**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).