

Virgin Media offers an easy-to-use Doro[®] mobile to families in the UK

Doro announces a strategic retail agreement with Virgin Media in the UK. Virgin Media, which is listed on NASDAQ and the London Stock Exchange, operates the most popular virtual mobile network in the UK. It is also one of the largest providers of residential fixed-line services in the country, and the first to combine the four media – broadband, television, mobile telephony and residential phone services – to customers nationwide.

From June 1, 2011, the Doro PhoneEasy[®] 409gsm will be sold through Virgin Media's online shop, 78 proprietary stores and, combined with a pre-paid offer, through more than 700 Tesco stores. The phone will also be available through other affiliate stores.

"We are already achieving good growth in the UK and the retail agreement with Virgin Media further strengthens our presence in the country. Virgin Media's focus on connecting generations within families is an attractive way of reaching our senior target group," says Jérôme Arnaud, President and CEO of Doro.

"The Doro PhoneEasy[®] 409gsm is a perfect addition to our mobile range for customers who want a phone with excellent call quality and easy-to-use features. It's also a great, affordable gift for relatives and, combined with our attractive plans, the whole family can stay in touch," says Jamie Heywood, Director of Mobile at Virgin Media.

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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. This information was submitted for publication on May 31, 2011 at 09.30 p.m. CET.

About Virgin Media Inc.

Virgin Media is the first company to combine broadband, TV, mobile phone and home phone services for customers in the UK.

The company delivers ultrafast broadband connections to over half of all UK homes, with speeds of up to 100Mb, and is expanding this cable network – the result of a multi-billion pound investment – to reach thousands more across the country.

Virgin Media has developed the country's most advanced interactive television service. The company was the first to offer HD TV and 3D to millions of UK households. Virgin Media also operates the most popular virtual mobile network in the UK which, when launched, was the world's first such mobile phone service. It is also one of the largest fixed-line home phone providers in the country.

Virgin Media Inc. is listed on the NASDAQ and London Stock Exchanges (VMED). For more information, see www.virginmedia.com.

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