

Press release

Lund, Sweden, June 13, 2011

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Doro[®] now in 800 Sears stores throughout the USA

Doro's American partner, Consumer Cellular, has signed an agreement with Sears, Roebuck and Co., a leading American department store chain. Starting on June 6th, Sears will be offering the Doro PhoneEasy[®] 410gsm, one of Doro's biggest sellers, in its 800 stores throughout the USA.

"This is consistent with our strategy of increasing market penetration in the markets where we are active," said Doro's CEO Jérôme Arnaud. "I am very happy to see Consumer Cellular adding a nationwide retail distribution arm to its pure direct marketing approach."

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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. This information was submitted for publication on June 13, 2011 at 4.00 p.m. CET.</p> |
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About Consumer Cellular

Consumer Cellular, the exclusive wireless provider for AARP, was founded in 1995 on the belief that everyone should have affordable access to the safety and convenience of cellular service. The company provides its customers with simple, affordable cell phones and calling plans, guaranteed satisfaction and top-ranked customer support staff all located within the United States. Plus, Consumer Cellular customers never have to sign a long-term contract in order to start service. The company utilizes the nation's largest voice and data network, covering more than 296 million people - or 97 percent of the U.S. population.

More information is available at www.consumercellular.com.

About Sears, Roebuck and Co.

Sears, Roebuck and Co. is a leading broadline retailer providing merchandise and related services. Sears, Roebuck offers its wide range of home merchandise, apparel and automotive products and services through more than 2,700 Sears-branded and affiliated stores in the United States and Canada. Sears, Roebuck also offers a variety of merchandise and services through sears.com, landsend.com, and specialty catalogs. Sears, Roebuck offers consumers leading proprietary brands including Kenmore, Craftsman, DieHard and Lands' End - among the most trusted and preferred brands in the U.S. For more information, visit the Sears, Roebuck website at <http://www.sears.com> or the Sears Holdings Corporation website at <http://www.searsholdings.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 five 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 633 million in 2010. Doro's shares are quoted on the OMX Nasdaq Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com.