

**Press release**

Lund, Sweden, July 5, 2011

page 1 of 1

## Swedish 3 chooses the Doro PhoneEasy® 615

Doro® continues to expand through partnerships with well-known telecom operators. A retail agreement with Swedish 3 has been entered, and 3 has chosen the camera mobile phone Doro PhoneEasy® 615 to enhance its offering. Effective from July, 3 will sell Doro's mobile phone.

"It is with great satisfaction we see our first 3G product listed with an attractive offer by 3. It is also good to see that our product investment helps us reaching new telecom operators as customers," says Jérôme Arnaud, President and CEO of Doro.

**For more information, please contact:**

President and CEO Jérôme Arnaud, +46 (0)46 280 50 05,  
or Vice president and CFO Annette Borén, +46 (0)70 630 00 09.

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 July 5, 2011 at 3:00 p.m. CET.

**About 3**

The 3 Group is a leading owner and operator of telecommunications infrastructure with a broad range of services in eleven countries. These include third generation (3G) multimedia mobile communications and second generation mobile communications, fixed telecommunications, fiber optic broadband and radio broadcasting. In Sweden and Denmark, 3 is a joint venture between Hong Kong-based Hutchison Whampoa Limited (60%) and Swedish Investor AB (40%). For more information about the 3 Group, visit [www.three.com](http://www.three.com), for more information about 3 in Sweden, [www.tre.se](http://www.tre.se).

**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 the telecom industry, and sales in more than 30 countries on five continents, Doro today is the world's 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)