

Press release

Lund, Sweden, July 12, 2011

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Doro continues to extend its international footprint through a retail agreement with Orange Spain

Doro® continues to expand its partnership with the Orange Group through a retail agreement with Orange Spain. The company has selected Doro's top-selling mobile, the Doro PhoneEasy® 410s, to further support its customer offering with an easy-to-use mobile phone. Effective from July, Orange will sell Doro's popular mobile phone, available with both Pay as you Go and Pay Monthly options, in 2,100 stores nationwide in Spain and via www.orange.es.

Orange Spain was looking for options to increase its range of easy-to-use, simple mobile phones, and Doro's models meet Orange's requirements in terms of product quality and design.

In Spain, the group 60 plus represent about 20 percent of the population today, and it is still growing due to an ageing population. There are also a growing number of people with hearing difficulties.

"I am very pleased that our partnership with Orange, which already encompass France, the UK, Switzerland, Belgium, Luxembourg and the Caribbean, continues to develop," says Jérôme Arnaud, President and CEO of Doro. "I see this as a clear signal of trust from a major international player."

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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 July 12, 2011 at 11:00 a.m. CET.

About Orange

Orange is the leading brand of France Telecom Group, one of the world's largest telecoms operators. In Spain, the company ended 2010 with 13 million clients of its mobile and fixed lined telephony, broad band Internet, TV and ADSL services, in both the domestic and business segments. With a clear commitment to innovation, Orange places the client at the centre of its activities with the aim of providing simple, useful next generation products with the maximum quality and service guarantees.

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