

Press release

Lund, August 20, 2012

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Doro PhoneEasy® 615 is now one of Orange Israel's best-selling phones

Doro's 3G mobile clamshell phone, the Doro Phone Easy® 615, was launched in June at Orange Israel, as part of Doro's global expansion. Today the phone is already established as the company's third-best-selling model.

Doro's CEO Jerome Arnaud comments: "The capacity we have demonstrated by quickly adapting one of our best-selling models to Hebrew conditions represents a milestone in our efforts to establish ourselves in new high-growth markets. In addition, we are pleased to see the immediate success of this product in Israel which is the first phone in Israel that is compatible with hearing aids."

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)706 30 00 09.

About Orange Israel/Partner Communications Ltd

Partner Communications Company Ltd. ("Partner") is a leading Israeli provider of telecommunications services under the orange™ brand. Partner provides a broad range of high-standard services to over 3 million cellular customers, representing a market share of approximately 32 percent.

Alongside its current content and cellular services the company today offers a number of services over fixed-line networks including Internet services, specialized data services and server hosting, a network of WiFi hotspots across Israel; transmission services; voice over broadband ("VoB") telephony services; outgoing and incoming international telephony, and web-based entertainment multimedia services. The Company's ADSs are quoted on the NASDAQ Global Select Market™ and its shares are traded on the Tel Aviv Stock Exchange.

<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 August 20, 2012 at 15:00 a.m. CET.</p>

About Doro

Doro, the leader in the telecom care market, is a Swedish public company. With over 38 years of experience in the telecom industry, the company focuses on developing, marketing and selling products, software, TeleCare and mHealth solutions specially adapted to the growing worldwide population of seniors. Doro's range of easy-to-use mobile phones is unmatched and its unique know-how has been recognized through several international design awards. The company's products are sold in more than 30 countries on five continents. In FY 2011 revenue totaled SEK 745 m. Doro's shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic list, Small companies. Read more about Doro at www.doro.com.