

Press release

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Doro's investments in product development give further results - Doro PhoneEasy® 520X

Doro continues to develop mobile phones based on well-documented knowledge about the needs of seniors.

In accordance with the strategy Doro continues to develop mobile phones with functions sought by seniors. Doro PhoneEasy® 520X is the latest result from the investments Doro has done and is doing for continued growth.

Doro PhoneEasy® 520X is a robust and easy to use camera phone targeted at the active user. It is also the first phone that follows Doro's new design concept that has been developed in cooperation with Swedish Ergonomidesign.

The phone will be available in stores from the month of October 2012.

"We know through surveys regarding seniors' needs, that many seniors are afraid to break their phone by accidentally dropping it. Our new model, which broadens our range and expects to increase our volumes further, reduces these fears.", says Doro's President and CEO Jérôme Arnaud.

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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.