

Press release

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Irish eMobile chooses another Doro mobile to strengthen its offer

eMobile, part of the Eircom Group, chooses to add another Doro mobile to its range following the success of PhoneEasy® 409.

- "We are happy to offer our customers another Doro mobile, the Doro PhoneEasy® 612. The popularity of the Doro PhoneEasy® 409 has demonstrated that our customers really appreciate the user-friendly Doro products.", says Kealan Donoghue, head of devices and product logistics at Eircom Group.

- "That eMobile chooses to broaden its range of Doro mobiles demonstrates the competitiveness of our customized mobiles. We are also happy to develop our partnership with Eircom and to further strengthen our position on the Irish market.", says Doro's President and CEO Jérôme Arnaud.

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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 October 15, 2012 at 09:00 p.m. CET.</p>

About eMobile

eMobile is Eircom's mobile phone service which was launched in September 2010. eMobile offers Irish consumers truly unlimited plans. eMobile's full range of prepay and billpay plans have been developed to take the hassle out of selecting mobile services.

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.