

Press Release

Lund, 30 July 2013

Argos lists two handsets in-store from Doro

Argos, the UK's largest high street catalogue retailer, has listed two Doro handsets to offer its customers easy mobiles in-store. The Doro PhoneEasy® 506 and Doro PhoneEasy® 606 are both now available from Argos' 740 nationwide stores.

"These two listings with Argos further strengthen our successful relationship with this popular catalogue retailer. Argos is a much-loved UK brand and by increasing our product listings with the company we are tapping in to its large nationwide customer base and gaining extensive opportunities for market penetration," says Chris Millington, Managing Director of Doro UK and Ireland.

The Doro PhoneEasy® 506 is an easy-to-use bar style phone offering great features in an attractive package. It has an intuitive menu structure that is customisable and easy to navigate, direct memory and SMS keys and good sound quality. This affordable handset has everything people could need to stay connected with friends and family and is ideal for those who want to benefit from easy-to-use technology.

The Doro PhoneEasy® 606 is a clamshell handset that focuses on offering the core mobile features a new user would need. As well as a host of inclusive design features that have become synonymous with the Doro experience it also features an organizer with daily reminder, wake-up alarm and an FM radio with a headset included. The device is also equipped with Bluetooth for safe hands-free use when travelling. It is the perfect mobile companion for those looking for value, performance and simplicity all in one handset.

Further information:

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About Doro

Doro AB is a Swedish public company formed in 1974. It released its pioneering 'easy-to-use' mobile phone in 2007 and today is the global market-leader within the category. Doro products and solutions are available in thirty countries spanning five continents. These include; mobile phones and smart devices, applications and software, fixed line telephony, telecare and mobile health solutions. Doro removes barriers to adoption of new technologies and holds numerous international awards in recognition of its product designs and innovations. Doro shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic List, Small Companies. Revenues of SEK 837.5 million were reported for 2012. www.doro.com

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