

**Press Release**

Lund, 2 September 2013

## **Doro Signs Retail Agreements with Boots hearingcare and HearingDirect in the UK**

**Doro has entered into retail partnerships with two UK audiologists. Both Boots hearingcare and HearingDirect will offer Doro's specialised amplified products to a wider audience.**

Boots hearingcare will offer 14 of Doro's key mobile and fixed line products to its customers. The Doro range will be available online at [Bootshearingcareshop.com](http://Bootshearingcareshop.com) and through the company's telephone ordering system.

HearingDirect is the UK's leading online hearing expert, offering products from mobiles and telephones to hearing aids and alarm clocks. It is now stocking Doro's mobile and fixed line devices through its ecommerce site.

"We have carefully developed specific products within our mobile and fixed line ranges to benefit people who experience hearing loss and impairment. Boots hearingcare and HearingDirect are excellent retailers and they are very important for us in terms of our demographic targeting and its national reach." Comments Chris Millington, Managing Director of Doro UK and Ireland.

**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. Net sales of SEK 273.0 million were reported for Q2 2013. [www.doro.com](http://www.doro.com)

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