

Press release

Lund, October 19, 2009

Breakthrough for Doro in the US

New exclusive agreement with leading supplier of telephone services for seniors. The certification of one of Doro's mobile telephones for the US market is now complete following extensive testing and a second model is expected to follow soon.

Doro has secured an agreement with Consumer Cellular in the US, which will sell and market two of Doro's user-friendly and simple mobile phones, the Doro PhoneEasy® 345gsm and 410gsm. These mobile phones have been developed in accordance with seniors' needs and requirements. The agreement gives Doro an additional superior distribution channel in the US.

Consumer Cellular is a leading supplier of telephone services (MVNO) with one of the largest wireless telephony networks in the US at its disposal, covering 97 percent of the population. The company is also the sole supplier of wireless telephone services to AARP, one of the US' largest organizations for retired people with 40 million members.

The President of Consumer Cellular, John Marick, comments: "Market surveys tell us that American citizens over 60 feel that mobile phones generally have too many features. We also know from our own surveys that 62 percent of our customers prefer mobile phones with clear displays and large buttons. That's why we've chosen Doro as our partner. With its innovative and user-friendly mobile phones, Doro meets our customers' needs."

"We are very satisfied with this agreement, which is entirely in line with our strategy of geographical expansion. It gives us immediate access to our primary target group, seniors, in the US market, which offers considerable market potential," says Jérôme Arnaud, CEO of Doro. "We are convinced that we will achieve the same sales success in the US as in Europe for our two Doro PhoneEasy® mobile phones, the 345gsm and the 410gsm."

Jérôme Arnaud adds "We are also proud to have had our phones confirmed as being world-class." Following extensive and demanding tests, our Doro PhoneEasy® 345gsm is now certified by the largest GSM operator in the US, which is the backbone operator used by Consumer Cellular. The certification of the Doro PhoneEasy® 410 is expected to follow shortly.

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Consumer Cellular, headquartered in Portland, Oregon, is a nationwide provider of cellular phones and services. Read more at www.consumercellular.com

With over 30 years' experience in telephony Doro is today characterized by innovative and user-friendly consumer electronics products. The company develops, markets and sells a wide range of products in two business units; Care Electronics and Home Electronics. The company's products are sold in more than 30 countries worldwide through a variety of retail outlets, including electronics stores, online stores and specialized channels. The company had sales of SEK 363 million in 2008. Doro's shares are quoted on the OMX Nordic Exchange Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com.